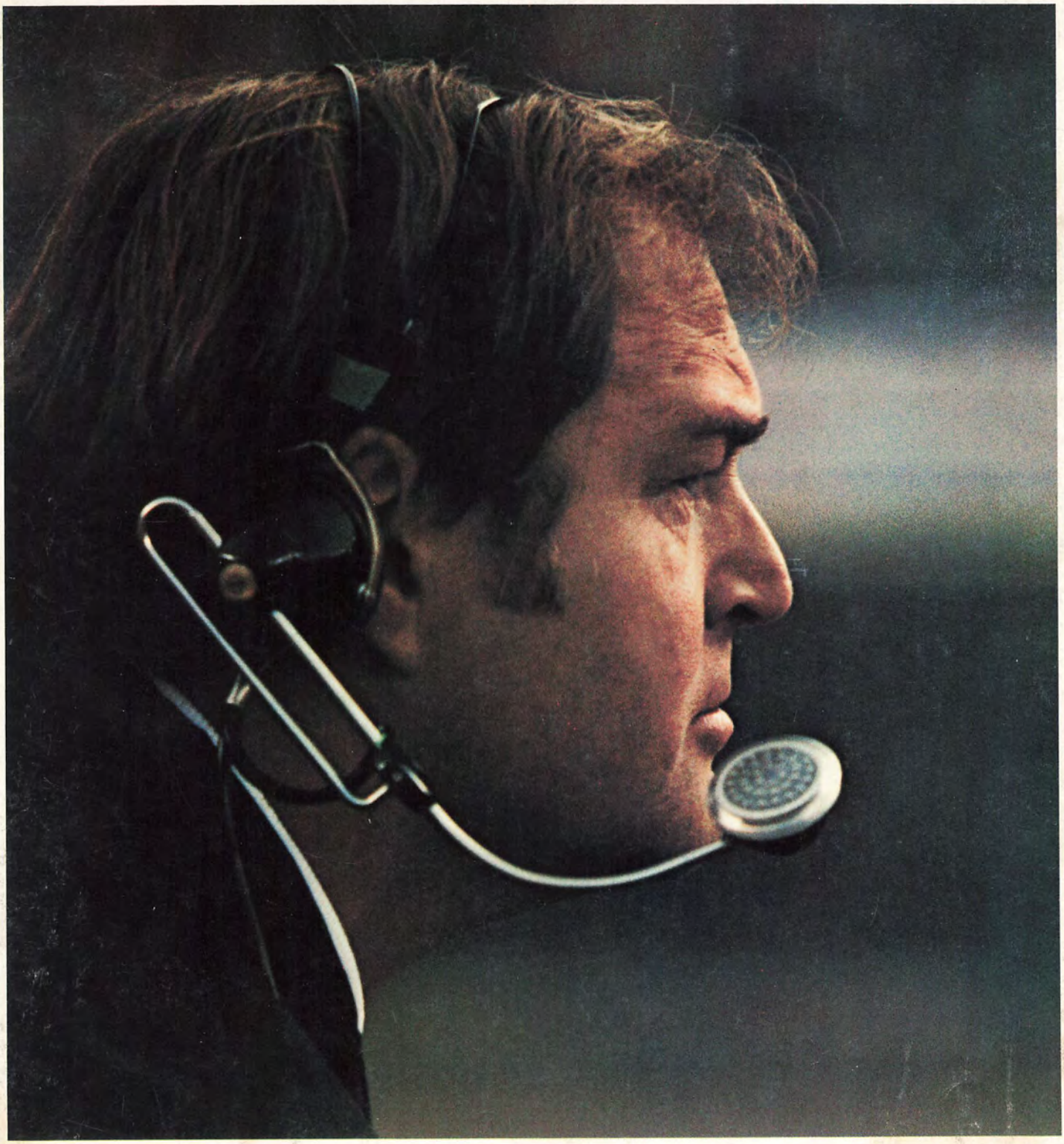
pro!
THE OFFICIAL MAGAZINE OF THE NATIONAL FOOTBALL LEAGUE

The Champions' Complex Coach

Pittsburgh's Noll Destroys Some Old Coaching Stereotypes

BRONCOS
vs. Chiefs

Denver Mile High Stadium
Sept. 21, 1975
$1.00



All signs point to the new Volkswagens.

Our dual diagonal braking system gives you the protection of a back-up circuit.

VW's front-wheel drive pulls you around curves instead of pushing. Tracking stability is excellent.

Don't worry about acceleration. The Rabbit does 0 to 50 in 8.2 seconds, Scirocco in 7.5 and Dasher in 9.1.

The new VWs have suspension systems with a coil spring at each wheel so you can take bumps in stride.

Our new cars get 35 to 38 mpg on the hwy., 23 to 24 mpg in the city, based on the '75 model Fed. EPA reports.

Like many racing cars, new VWs have rack-and-pinion steering for precise control.

Rabbit

A Rabbit has everything you need to help you cope with rough roads and hard times—performance, economy, and superior handling.

Plus a lot more. The Rabbit has as much head and leg room as some mid-size cars. More trunk space (with the rear seat folded down) than the 8 leading economy cars, according to Road & Track Magazine's '75 Comparison Road Test. And a hatchback at no extra charge.

No wonder Rabbits are multiplying.

Dasher

Dasher is available as a 5-seater family sedan or as a wagon. And even though it's big and comfortable inside it's able to deliver incredible performance. Its handling is "outstanding" according to *Guide to Car Economy*. And few sedans can touch the Dasher's tight-fisted way with a gallon of gas.

Scirocco

"The Hot One" is a true 2 + 2 Sports Coupe with a powerful 1.5-liter overhead cam engine.

And styling created by Giugiaro, the man who designed the Maserati. Not only is it exciting to look at, the sleek wedge styling cuts wind resistance and improves forward visibility.

Inside, you'll find the same combination of style and function.

The trim is elegantly smart.

The hatchback (at no extra charge) is just plain smart.

©VOLKSWAGEN OF AMERICA, INC.

the pro

Being a Pro means having the innate ability to better serve car buyers by anticipating their needs well in advance. Johnny Haas has that ability.

Call it what you like ... sixth sense, or just plain common sense. Whatever you call it, it makes Johnny Haas Lincoln Mercury the easiest place in the world to buy, lease, or service your car.

JOHNNY **Haas**
Lincoln Mercury

9200 W. COLFAX AVE. • PHONE 238-0551

you bet they're good

dog-gone good®

the Richness of the Rockies

pro!
Broncos' Edition, Mile High Stadium, Sept. 21, 1975
IN THIS ISSUE
VOL. 6, NO. 4

A Marked Man . . . pages 8-9

A New Approach . . . page 70

Today In Denver 7
Bill Van Heusen: A Marked Man 8-9
An Improved Mile High Stadium 11
Blanda, An Original 12
Bob Martin's Column 14
John Ralston Profile 35
History of the Black Quarterback 37
New Scoreboard Built 47
Denver Action Photos 49
Rules Quiz 57
Broncos Statistics 59
Broncos Roster — 1975 62
Chiefs Roster — 1975 67
A Visual Look at Kansas City 69
Beginning A New Approach 70
Chiefs Scouting Report 73
Paul Wiggin Profile 74
Chiefs Player Pictures 76-77
AFC Schedules 78
Broncos Directory 79
Stadium And Bus Information 80
NFC Schedules 82
A Conversation With Mick Tingelhoff 95-96
Broncos Coaching Profiles 98
All-Time Records 100
Autograph Page 113
Ground Rules 114
I Remember 116
Today's Halftime 117
The Owners 120
All-Time Roster 123
Thurlow's Cartoon 127

On the cover: The Champions' Complex Coach

Broncos Editorial Offices
5700 Logan St., Denver, Colo. 80216
Editor: Dick Maxwell

$1.00 (Includes Tax)

PRO! is the official magazine of the National Football League. Copyright © 1975 by NFL Properties, Inc., 410 Park Avenue, New York, New York 10022. All rights reserved. Reproduction in whole or in part without written permission from the publisher is prohibited. The national edition of *PRO!* is published 13 times yearly by NFL Properties, Inc. for the exclusive use of the 28 member clubs of the NFL. NFLP Creative Services, Suite 1103, 10880 Wilshire Boulevard, Los Angeles, California 90024.

WARNING!

FIRE-BURGLARY-HOLDUP
DENVER BURGLAR ALARM
ESTABLISHED — 1892
ELECTRONIC PROTECTION
534-5353

84 Years' Service 1892 - 1975

UL

All Denver Bears and Bronco Facilities are protected by DENVER BURGLAR & FIRE ALARM CO. for Fire and Burglary

ARE YOURS?

All Principal Cities in Colorado

Apprehensions on Protected Premises by Denver Burglar Alarm Company in 1974 was 286.

1955 SHERMAN—DENVER 80203
"Service While You Sleep"

British Double Decker

rent your "Fun" bus

6 Buses • 64 passenger each
FULLY EQUIPPED
• Wet Bar • Topside Lounge • Stereo Hi-Fi • Cassette Tape • Public Address System • Water Closet • Comfortably Heated
Ring Up 303/892-1800 Anytime!
1955 Sherman Street

Broncos Open With Tough Kansas City

Denver face always rough Chiefs plus new coach, Paul Wiggin

Pre-Season Results: Both teams finished pre-season play with 3-3 records. Denver defeated Houston, Chicago and St. Louis, while losing to Baltimore, New Orleans and San Francisco. The Chiefs recorded wins over Dallas, Green Bay and Buffalo, while losing to St. Louis, Detroit and Los Angeles. Both clubs finished pre-season play on a winning note with Denver defeating St. Louis, 21-17, and Kansas City topping Buffalo, 9-7.

The Series: Denver and Kansas City have gone to battle 30 times since the first meeting in 1960, with the Chiefs holding a wide 26-4 margin in the series. However, the Broncos started to dent the Chiefs' dominance in 1973, and the two teams have split in each of the last two seasons. Last year, Denver won the game at Arrowhead, 17-14, and Kansas City came right back to Denver to take a Monday night verdict, 42-34.

Today: When the Broncos and Chiefs square off, the fur usually flies, and this Sunday's game at Mile High Stadium should be no exception. It will mark the first time that Denver has opened the season with a NFL division opponent which adds to the importance as both teams hope for a fast start in the annual race for a play-off berth. Said Broncos Coach John Ralston, "We savored our final pre-season game victory over St. Louis for perhaps as long as five minutes, then turned our full attention to Kansas City." The coach added, "Both teams are coming off wins last week and have some momentum going, so there is no reason to expect anything but the typical struggle we've come to expect when we get together with the Chiefs. They have shown a very strong defense, giving up only one touchdown in their last two games, so we know we're going to have to scratch for everything we get." Denver will be in good physical condition for the game with all starters ready to go with the exception of rookie cornerback Louis Wright, who will miss two or three more games with a severely sprained ankle.

Last Week: The Broncos evened their pre-season record at 3-3, Sunday, with a 21-17 win over a strong St. Louis Cardinals team in the last tune-up prior to the start of league play next week. Denver went into the game attempting to get the running game back to the high level of proficiency of last season and came away satisfied with 224 yards on the ground against a stout Cardinal defense. Otis Armstrong, the NFL's leading rusher in 1974, led the attack with 130 yards on 29 carries. Quarterback Charley Johnson added 144 yards through the air on 11 completions in 17 attempts for a total offense well over the 300-yard mark. Johnson connected with six different receivers, getting spectacular catches from wide receiver Haven Moses in the first two scoring drives. Said Ralston, "We were pleased overall, but still concerned over our lack of a knockout punch. We were in total command of the game in the third quarter with the ball and a 21-7 lead. We stalled out and tried to settle for a field goal, only to have it blocked. Then we lost control and instead of turning the game into a run-away, we had to hang on at the end for the victory. We still showed a lot of improvement, though, and St. Louis is certainly one of the stronger teams around. Our defense came up with some solid play, and I think we're ready for the regular season."

Broncos Notes: The line started at halftime of Sunday's pre-season finale with the St. Louis Cardinals. The Broncos put single game tickets on sale to all regular season home games, Monday morning at 9 a.m. The first customers were in line at halftime, Sunday, and by nightfall, several hundred were outside the ticket office at Mile High Stadium, complete with camping gear. In the first hour of business, the opener with Kansas City and the Nov. 2 home game with the Oakland Raiders were sold out.

* * *

Stadium construction during the season is a nightmare for any ticket manager, and the situation is no different in Denver for Gail Stuckey, the Broncos' ticket manager. However, with construction underway for an ultimate expansion to 75,000 seats, Denver will quietly set a new stadium record today of 51,918. Up until this season, capacity has always been 51,706.

* * *

In case there were any doubters, Otis Armstrong is poised an ready for a quick start in defense of his NFL rushing title. In the final pre-season tune-up against a solid St. Louis defense, the darting Armstrong carried the ball 29 times for 130 yards. Used sparingly in the first five games, Otis finished as the second leading rusher in the AFC during pre-season play with 273 yards in 62 carries for a fine 4.4 yard average. The third-year pro also scored three times, twice against the Cardinals.

* * *

Speaking of pre-season statistics, backup tight end Boyd Brown finished as the team's leading receiver with 13 catches for 166 yards and one touchdown, with wide receivers finishing two-three-four ahead of tight end Riley Odoms. The top running back in receptions was Oliver Ross who caught seven for 65 yards.

* * *

Kicker Jim Turner, who goes into the regular season as the sixth leading scorer in NFL history, appears stronger than ever. In the pre-season, he missed only once from inside the 50-yard line, that being a 45-yard attempt in Sunday's win over St. Louis which was blocked. He finished five-for-six inside the 50, and five of eight overall.

Winterize your family.

Show your Bronco colors with a quality orange and white Bronco stocking cap and scarf from your participating Standard Oil Dealer. This cap is only 99¢ with the purchase of $10 worth of products or services, excluding gasoline. Or just $1.99 with no purchase required. And the matching scarf is only $2.99.

And your car.

STANDARD

YOU'RE SOMETHING ELSE AT SHAKEY'S.

ESPECIALLY BRONCO FANS

Shakey's®

World's greatest pizza.™

...AND BRONCOS. RIGHT *JON?

*PICTURED: Denver Bronco Running Back Jon Keyworth and his wife Kerry.

TODAY IN DENVER

YOU REMEMBER WHAT'S HIS NAME

Coca-Cola and Burger King are again sponsoring the Broncos official team picture. The photo was taken a week ago and will be available through Colorado Burger King stores in the very near future.

The full color photo is suitable for framing. A feature of this year's picture is the new scoreboard with the lite lettering "1975 Broncos" in the background.

And speaking of pictures, quarterback John Hufnagel is getting to be known quite well in this area. However, an Omaha firm which mass produces publicity pictures for the Broncos misspelled John's last name on a recent order. It came out . . . "John Hufnazel." Better luck next time, Jon,I mean, John.

* * *

The 15,000 balloons which were passed out to fans today are courtesy of the Colorado Dodge dealers and the Broncos. Jim McClain of the Quarterback Club chaired the committee which met early this morning to inflate the orange balloons. And believe me, it isn't an easy job, but one would have to admit 15,000 orange balloons is a unique way to kickoff the 1975 NFL season in the appropriate "orange-colored" way.

* * *

When new Kansas City head coach, Paul Wiggin, was asked, "What kept you from trading as so many people in football expected you to?" his answer was:

"I prefer to go gradually in a situation like this. You can make a major mistake that can set you back for years. I don't believe in trading for the sake of trading. I didn't want to move players just to change the look of the roster. I had to be convinced we could upgrade by making a deal."

* * *

As we left the stadium a week ago after Denver's victory over St. Louis, some fans had already bedded down in front of the ticket office to be first in line to purchase single game tickets at 9 a.m. Monday morning. Talk about faithful . . .

* * *

KLZ Radio completed a contest Friday to name the towering horse above the new scoreboard. Entries have been plenty in number. The winner is in attendance today, and his name will be announced with the horse's new name during the game. The winner will be flown to Miami to spend the weekend when the Broncos take on the Dolphins, December 20.

* * *

The AFC is the winner over the NFC, 30-26-1, in their pre-season rivalry. The total pre-season attendance figure was 3,360,147 for 79 games, an average of 42,534.

Dick Maxfield

Billy Van: A Marked Man

by Dick Connor

Tensi . . . Pastrana . . . Briscoe . . . Horn . . . Liske . . . LeClair . . . McCormick . . . Hufnagel . . . Ramsey . . . Johnson . . . DiVito . . . Ernst . . .

Billy Van Heusen could list even more quarterbacks he has served as a target if he wanted to include some who never actually made it into a Denver Bronco game uniform since he joined the team in 1968.

"Man, you're a quarterback jinx," tight end Riley Odoms laughed as Van Heusen tried to remember them all a week ago.

Not so. If anything, Van Heusen's vastly underrated talents may actually have prolonged the careers of some, just as his own knees have shortened other seasons for him since arriving as a free agent off the Maryland campus.

"I don't think he has any real weakness," receiver coach Kay Dalton said not long ago of his 29-year-old split end who waves million dollar hands over dime store knees.

"He makes the tough catches. I don't think I've ever actually seen him drop a ball in a game. I don't remember one. And I hardly ever remember one even in practice for that matter.

"He runs very good routes, very disciplined. You always know he'll be exactly where he's supposed to be, and he knows what to do.

"One of the things that marks him is his quickness, especially in coming out of the break. There are a lot of guys with good speed, but they have to slow down when they make their break. That gives it away to the defense and they lose the advantage. Billy doesn't lose much. He has good acceleration coming out of the break, and he has those super hands.

"I don't really know what an all star is — somebody who has been in the league a long time? Catches a lot of passes? Gets good publicity? Billy does everything you could ask."

Billy just hopes he'll be asked more often as the 1975 season gets underway today against Kansas City. His yards-per-catch average would argue in his favor. Three times in seven years, he has averaged more than 20 yards per try — 21.3 in 1969, 23.9 in 1970, and a gaudy 26.3 last fall when he caught just 16 balls. Of those, exactly a fourth went for touchdowns. His seven-year average is 21.5, tops for any Denver receiver ever.

It's only part of his game, even though his favorite. Van Heusen can also hold for placekicks, throw the option pass (his lone one last season connected for 41 yards), run from punt formation (he lanced Houston for a yard score in 1973), and he's ranked among the leading punters in the league for years.

Even the rules changes that put a premium on aiming out of bounds — at the expense of distance and eventual average—don't bother him.

"It's kind of fun going for the corner," he says. He averaged 40.3 on 75 punts a year ago, but sailed 11 of those out inside the 10, two of them inside the one, and all 11 of them costly to average.

"It's a challenge, and I relate it all to golf," he says. He can make that transition better than most, too. Van Heusen could play scratch given time to hone his game. "Punting out of bounds is similar to standing out there with a pitching wedge and trying to put a shot on the pin. You want good contact, the right distance and height.

"I just line it up on the flag."

That Van Heusen still should be punting — maybe even running — is a testimony both to his fierce will and a surgeon's skill. He has been lifted onto an operating table seven times for knee surgery and another for an appendectomy.

"I had my appendix out, came back about a month later to run a pattern and stepped on a sprinkler head." A knee went again, and Van Heusen was back in the hospital, scarcely giving the orderlies time to straighten the room up between visits.

"The worst by far was that time in Oakland when Gus Otto got me." It came Nov. 9, 1969, at the Raider 12 yard line. "We were going into the South end of the Coliseum. I had just caught a pass and he hit me as I had all my weight planted on my right leg. I knew. I felt it snap."

The intricate network of cartilage and ligaments surrounding and supporting the knee was shattered. The plane ride home was interminable. "I figured my career was over. The doctor had checked the knee on the sideline, testing for stability. When he pushed in from the side, it bent like an elbow. That was excruciating pain."

At the very least, Van Heusen guessed his days as a punter were finished. "I was in a cast nine weeks, then started working slowly on extension, flexion, trying to break down the adhesions. Even by next preseason I still felt I was dragging that leg for a while. But my punting was okay. That was the biggest surprise. I was really concerned it might be shot, and it wasn't." He averaged 42.9 yards that year, and rebounded to start the final seven games and average 23.9 as a receiver.

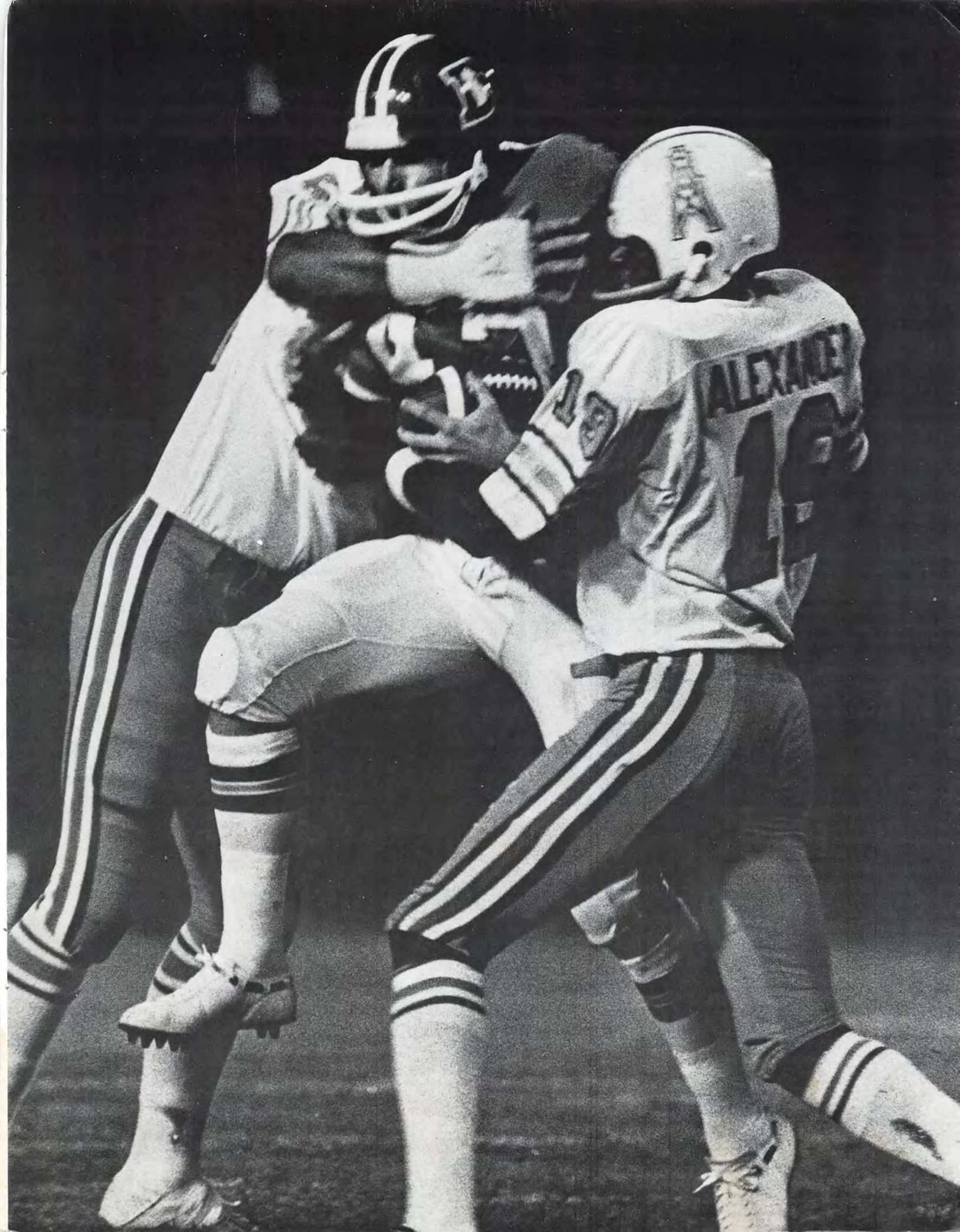
It's an astonishing record, both medical and athletic.

Yet Van Heusen wants his own version in a final chapter: "I want to go to the playoffs, and I want to do it with this team, with the Broncos."

With his record, it's hard to bet against it.

Dick Connor is assistant sports editor of The Denver Post. He has been selected Colorado Sportswriter of the Year five times. He is also secretary-treasurer of the Pro Football Writers Association.

Bill Van Heusen's greatest contribution to the Broncos has been his ability to provide quality at both wide receiver and at punter for Denver. As a receiver, he holds the team record for average per catch.


ALEXANDER

Levi's® Gentleman's Jeans!

Levi's® For Big Guys!

Guys like Billy and Havan can't wear just *any* jeans. But Levi's® Gentleman's Jeans are designed with guys like them in mind. Cut slightly fuller in the thigh and seat for that hard-to-fit athletic shape. Built-in comfort for the rugged jeans guy. Levi's® Gentleman's Jeans. Designed for the big guys. Find'em at all County Seat Stores!

Buckingham Square
Southglenn

COUNTY SEAT STORES T.M.

Cinderella City
Aurora Mall

Renovated And Improved Stadium

Target Date . . . 1976

By 1976, the stadium you are viewing now just won't be the same. It will be even bigger and better.

Denver voters approved a $25 million bond issue on Primary Election Day, September 10, 1974, and ever since bulldozers, cranes and workers have been very visable around Mile High Stadium.

The existing capacity of over 51,000 will be enlarged to about 75,000 seats by '76. Besides the increase in some 24,000 seats, principal improvements are already underway.

The East Stands, which have had to be torn down after each football season to make way for baseball, will be replaced by a new, movable, multi-level area seating nearly 23,000 — a net increase of some 13,000 seats over the present capacity in the East Stands.

In the North Stands area, four new levels are being built, overhanging the existing endzone seats, providing about 10,500 new seats.

In addition, the field has been lowered some three and a half feet, and a new Prescription Athletic Turf (PAT) has been installed. This new grass field is a self-irrigating system which has proven most successful in other places such as the RFK Stadium in Washington and at Purdue University. The system allows for greater root growth (see picture).

New seats have been installed in the box seat area and other locations throughout the stadium. New concession stands and rest-room areas are being installed.

The new Mile High Stadium in 1976 will become a contiguous three-quarter bowl for football — a horseshoe, in which all five levels of the West, East and North stands will be linked.

In addition, this Fall a new scoreboard is scheduled to be completed. The scoreboard will be constructed almost the entire length of the South Stands. There will also be auxiliary scoreboards installed.

When the total renovation of Mile High Stadium is completed, the facility will be among the best multi-purpose stadiums in the nation. And all this for America's, Colorado's and Denver's birthdays in 1976.

A Sample 'PAT' Root

BEFORE AND AFTER THE GAME

Mr. Steak's Great!!

Daily Specials From:

Lunch $1.49

Dinner $2.99

Ad Sponsored by:

MR. STEAK RESTAURANTS AT:

★ 11270 W. COLFAX LAKEWOOD, COLO.

★ 1606 S. 8TH STREET COLORADO SPRINGS, COLO.

★ 403 N. CIRCLE DRIVE, COLORADO SPRINGS, COLO.

★ 1400 SAN PEDRO NE, ALBUQUERQUE, N.M.

Mr. Steak

AMERICA'S STEAK EXPERT

WE SERVE ONLY USDA CHOICE BEEF

Full Waitress Service at Your Table

Blanda Only Survivor Of AFL Originals

Notes From Around The Conference

The retirement of Jim Otto, veteran Oakland center, leaves George Blanda, Oakland's quarterback-kicker, the only survivor of the "originals" of the American Football League. Blanda and Otto share the NFL record of playing in 210 consecutive regular season games.

Blanda, the oldest every to play NFL football, started his AFL career with Houston in 1960 after playing with the Chicago Bears from 1949 to 1958. He moved to Oakland in 1967. On Wednesday, September 17, he will celebrate his 48th birthday.

The 37-year-old Otto has the added distinction of starting every regular season game for Oakland since the franchise was organized in 1960. The man who wore the unusual uniform number of "00" will become business manager of the Raiders. His replacement at center will be Doug Dalby, his understudy for three years.

Otto underwent knee surgery during the winter, his sixth knee operation, and appeared in only one preseason game against San Francisco. It was his 309th game, counting preseason and post-season competition.

The only players who have played more NFL regular season games than Otto are Blanda, 326, Earl Morrall, 228, Sonny Jurgensen, 218, Lou Groza, 216, and John Unitas, 211.

When the AFL completed its 10 years of play from 1960 to 1969 and merged with the NFL to play an integrated schedule in 1970, there were 19 players who had gone all the way with the league. The departure of Otto leaves Blanda as the only survivor.

* * *

Romance still thrives in San Diego. When the Chargers played the 49ers recently, Nancy Partee surprised Dennis Partee, the San Diego punter, with a scoreboard message reading "Happy 10th Anniversary." Dennis responded with a 54-yard punt. When the Chargers won, Coach Tommy Prothro gave Partee the rest of the night off . . . The marriage bug has been striking hard at the Steelers with Rocky Bleier, the seventh member of the Super Bowl champs to be married since the big game. The others are Jack Ham, Mike Wagner, Randy Grassman, Dick Conn, Loren Toews and Jim Wolf.

* * *

The NFL Bicentennial Scholarship Essay Contest provides a first prize of a $10,000 college scholarship plus a trip to Super Bowl X in Miami, January 18, 1976, for the winner and his or her parents. There is a runnerup award of a $5,000 scholarship an dten additional $1,000 college scholarship grants. The contest is open to all American citizens between the ages of 14 and 18 who are not enrolled in a college or university. The topic of the essay is: "The NFL's Role in American History" and the paper must be between 500 and 750 words. All entries should be sent to: NFL/Bicentennial Scholarship, P.O. Box 867, Winona, Minn. 55987. The deadline is November 15, 1975. The contest, endorsed by the American Revolution Bicentennial Administration, is subsidized by a $25,000 grant from NFL Charities, Inc., a non-profit organization created in 1973 by the member clubs of the NFL to support educational and charitable activities . . . Commissioner Pete Rozelle presented a $10,000 check to UNITED WAY OF AMERICA on behalf of NFL Charities in connection with the award winning public service spots to be seen on network telecasts of NFL games this season. The 53-spot series includes 39 personalities.

* * *

The American Youth Football Association will be renamed the DON SHULA YOUTH FOOTBALL ASSOCIATION for the Miami Dolphins' coach. The association has a membership of about 2,000 teams in 10 southeastern states. "We tried to get a name which people could easily identify with football like Babe Ruth is to baseball," said Bill Martin of Fort Lauderdale, Fla., one of the directors. "On every list we made up, Don Shula's name kept coming out on top."

PocketTeller™
For Doers.

On the move and on the go. You're really living in Colorado. Camping the Rockies, concerts at Red Rocks, quiet dinners at Larimer Square. PocketTeller fits right in.

With your PocketTeller card, you can get cash or make a deposit 24 hours a day, any day, automatically...at your Pocket Teller Bank.

You've got exciting things to do, why wait for your bank to open?

PocketTeller. Only ABC Banks have it.

To find out more about PocketTeller, drop in to see us at:

Lakeside National Bank
4704 Harlan Street
Denver, Colorado 80212
455-2000

Security National Bank
425 16th Street
Denver, Colorado 80202
534-4000

The First National Bank of Englewood
333 W. Hampden
Englewood, Colorado 80110
761-1420

The Greeley National Bank
9th Avenue at 8th Street
Greeley, Colorado 80631
356-1234

University National Bank
4201 East Yale Avenue
Denver, Colorado 80222
757-7272

The First National Bank of Colorado Springs
Pikes Peak and Tejon
Colorado Springs, Colorado 80942
471-0200

First National Bank in Boulder
Broadway and Canyon
Boulder, Colorado 80302
442-6770

First National Bank in Loveland
235 East 6th
Loveland, Colorado 80537
667-3443

Members FDIC and Affiliated Bankshares of Colorado, Inc.

BOB MARTIN

A LONG LOOK AT THE RANKINGS

By the end of the season both Floyd Little and Charley Johnson will be even more firmly entrenched among the game's elite. Floyd should be seventh or eighth on the all-time rushing list, and Charley should be bidding for the top ten in several categories. Last year Floyd entered the top ten in rushing yardage, even though he was in turn leap-frogged by O.J. Simpson and Larry Csonka. With any kind of year Floyd should move ahead of Csonka and pass Ken Willard and Don Perkins.

Here is how the top ten rank at the start of the 1975 season:

Jim Brown	12,312
Jim Taylor	8,597
Joe Perry	8,378
Leroy Kelly	7,274
John Henry Johnson	6,803
O. J. Simpson	6,306
Don Perkins	6,217
Ken Willard	6,105
Larry Csonka	5,900
Floyd Little	5,878

Bill Brown of Minnesota finished last season with 5,838 yards, but it appears he will not play this year. Larry Brown of Washington is next on the active list with 5,467 yards, but injuries make him a real question mark in 1975.

Larry Csonka is running in the WFL this year, but that league's records are not recognized at the moment. They may be one day, as the AAFC and AFL were ahead of them, but for the moment Csonka is 5,900 and holding. Ken Willard is on the St. Louis injured reserve list, and will not play this year. Don Perkins is retired. Only a serious injury seems likely to prevent OJ from moving past 7,000 yards this year. Brown and Simpson are the only men on the list to average over 1,000 yards a year; Brown and Perry the only ones to average over 5 yards per carry.

Floyd is also high among NFL players in a statistic called combined net yards gained. That's a total of rushing, pass receptions, punt and kickoff returns — 11,456 yards in all for Floyd. The record is 15,459 by Jimmy Brown.

Floyd Little and Bill Thompson both rate high on the NFL's all time punt return list. Thompson is sixth, with an average of 11.6, and Floyd's 11.0 rates ninth. It takes a minimum of 75 returns to qualify. George McAfee is the all time leader at 12.78, just ahead of Colorado Sports Hall Of Famer Jack Christiansen at 12.75.

By the NFL's complex rating system of passers, Charley Johnson is 23rd. That leaves him behind folks like Bill Wade and Milt Plum, but ahead of quarterbacks like Joe Namath, Jim Hart and Norm Snead. The rating system tries to strike a balance among such key statistics as percentage of completions, percentage of touchdowns and interceptions and average gain. No longer are total yardage, number of completions and total touchdown passes included.

And this is what hurts Charley. He and Joe Namath are in a race to see which one becomes the 12th man in league history to throw for 25,000 yards, a figure never reached by Bart Starr or Otto Graham.

Charley has thrown 165 touchdown passes in his career. If he throws as many as he did last year (13), he'll move past people like Otto Graham and Norm Van Brocklin to 13th on the all-time list. He needs 22 more completions to pass Sammy Baugh and be 13th on that list, too.

Let's not slight Broncos from another era. There are 41 passers on the NFL's all-time rating. Here's the other end of the list:

39. Tobin Rote
40. Frank Tripucka
41. Cotton Davidson

At least Cotton Davidson never played for Denver.

And Jim Turner continues to be well up among all time scorers, as he has been for several years. He is sixth with 1061 points; Jim Bakken of St. Louis is fifth with 1074; Gino Cappelletti is fourth with 1130. So 70 points moves Jim Turner past Cappelletti. And 81 more points puts all-time scoring leader George Blanda in the stratosphere — 2000 points. And Blanda will probably be around long enough to be the first to reach 3000.

Bob Martin is manager of sports at KOA Radio and TV. He is in his eleventh year of broadcasting the Broncos. He has been named state Sportscaster of the Year eight times.

COLFAX AVENUE

We have a great thing going at The Sawmill...it's called

BroncoBrunchBus.

We invite you to come to The Sawmill at 11 a.m. before every home game for Brunch. Eggs Benedict, Quiche Lorraine or Crepes and a drink of your choice. After Brunch the Bus will leave for Mile High Stadium at 12:45. Brunch and Bus, $4.95. Brunch only, $3.50. Check our location on our border map. Free parking. Master Charge, BankAmericard and American Express cards accepted. 5:30.

Luncheon: Monday thru Friday, 11:30—2
Dinner: Monday thru Sunday from 6 p.m.
Happy Hour: Monday thru Friday, 4—6

COLORADO BOULEVARD

HAVANA

PARKER ROAD

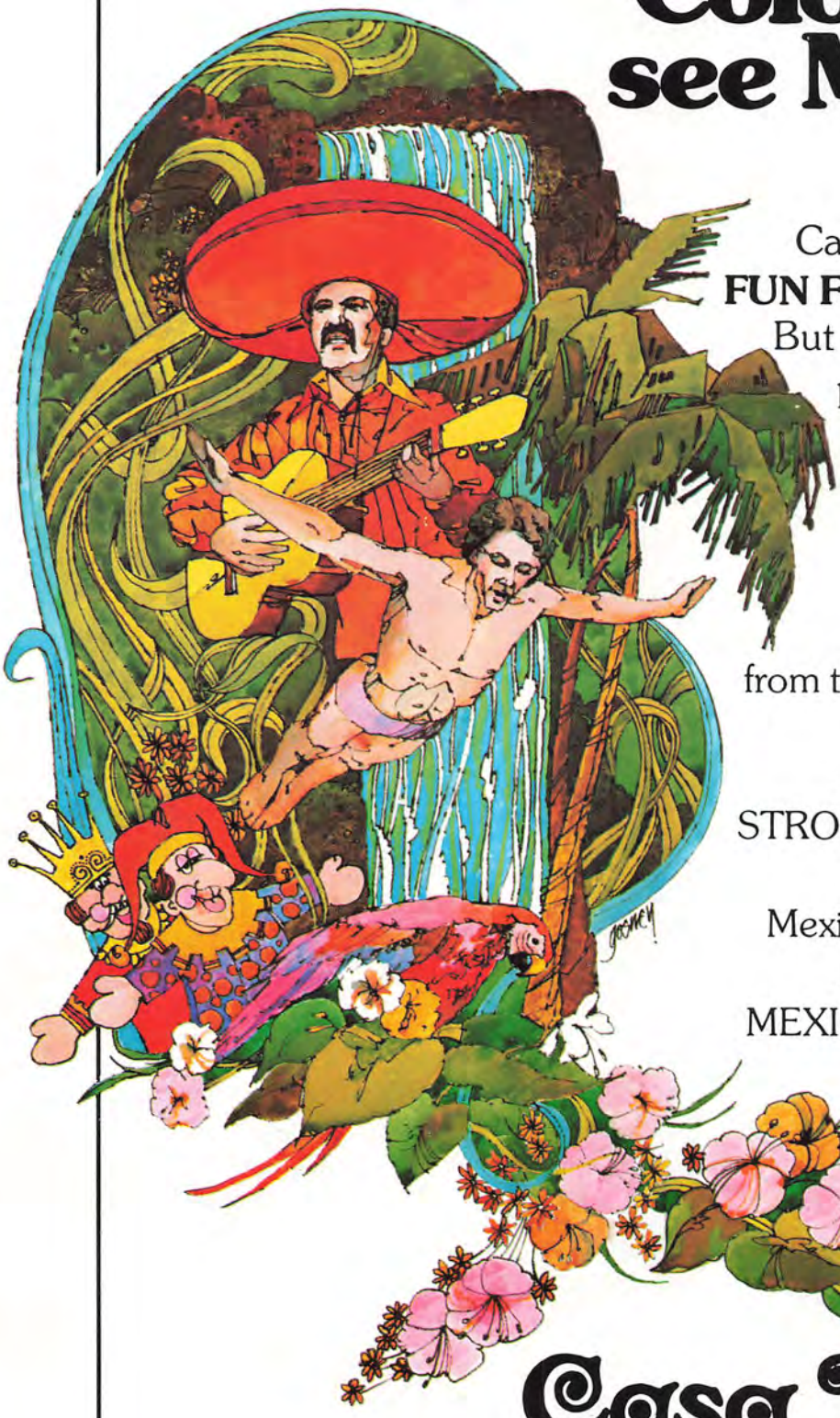
ILIFF AVENUE

THE SAWMILL

not the run-of-the mill restaurant
2252 South Parker Road
2 blocks West of Havana—755-4979

HAMPDEN AVENUE

Before you leave Colorado, see Mexico!



Casa Bonita is Denver's **FUN Family Restaurant.®** But it's more than a great place to find delicious MEXICAN and AMERICAN FOOD. It's an exciting Mexican Village. Breathtaking dives from the 30′ WATERFALL, magicians, puppet shows, gunfights and STROLLING MARIACHIS. And before you leave Mexico, shop Casa Bonita Regalos for authentic MEXICAN IMPORTS. Ole!

Casa Bonita®

6715 W. Colfax/JCRS Shopping Center

OKLAHOMA CITY·TULSA·DENVER·LITTLE ROCK

Let a great team

Norman W. Williams
Colorado Springs

Conrad R. Swedenborg
Mt. States

Arthur M. Sandoval
Denver General

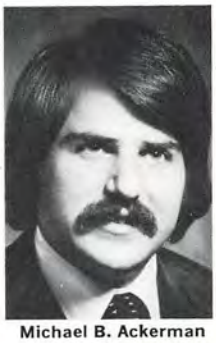
Bradford L. Bartlett, S.N.
Denver General

George K. Smith
Denver General

Harold L. Harrison
Denver General

Bob Bruce
Rocky Mountain

Jack Monahan
Rocky Mountain



Michael B. Ackerman
Rocky Mountain

Bob Wreed
Rocky Mountain

Kenneth J. Hall
Rocky Mountain

John W. Kosena
Rocky Mountain

Walter H. Randolph
Rocky Mountain

M. K. "Red" Walden
Rocky Mountain

Bob Bruce, Jr.
Rocky Mountain

Leonard A. Williams
Rocky Mountain

Harvey R. Shanklin, C.L.U.
Rocky Mountain

John Meggison
Columbine

J. Warren Gunstream
Rocky Mountain

Grady A. Dunagan
Rocky Mountain

COLORADO SPRINGS
GENERAL OFFICE
James A. Grant, General Manager
Suite 500, 102 N. Cascade Ave.
Colorado Springs, Colo. 80902
Tel: 475-8260

COLUMBINE
GENERAL OFFICE
Win Schendel, General Manager
10403 W. Colfax, Suite 540
Lakewood, Colo. 80215
Tel: 232-5632

DENVER
Austin Redding, C.L.U.,
General Manager
817 17th Street, Suite 210
Denver, Colo. 80202
Tel: 825-6281

MOUNTAIN STATES
GENERAL OFFICE
Gerald E. Westerbeck, C.L.U.,
General Manager
3515 S. Tamarac Dr., Suite 310
Denver, Colo. 80237
Tel: 770-4561

ROCKY MOUNTAIN
Jarrell W. Gunstream, C.L.U.,
Agency Director
Robert D. Bomgaars, C.L.U.,
General Manager
1385 S. Colorado Blvd., Suite 704
Denver, Colo. 80222
Tel: 758-6444

protect your family.

In the game of life, life insurance is the soundest way—often the only way—to guarantee that your family will be free of money worries if you should die.

The moment you own a policy, you've guaranteed them cash. For food and clothing. For paying off the mortgage. For schooling. You've guaranteed that your family's future is more secure.

And no one is better prepared than a New York Life Agent to help you provide this basic financial security for your family. Carefully chosen, thoroughly trained and experienced, New York Life Agents make a full-time career of guiding families and businesses like yours towards greater financial security.

Pictured at left are some of the New York Life Agents in this community—they're good people to know.

NEW YORK LIFE

We guarantee tomorrow today.

Life, Health, Disability Income, and Group Insurance, Annuities, Pension Plans.

JULIUS KESSLER CO., LAWRENCEBURG, IND. BLENDED WHISKEY. 86/80 PROOF 72½% GRAIN NEUTRAL SPIRITS.

KESSLER
SMOOTH AS SILK
Every label bears facsimile of my signature
Julius Kessler
KESSLER
AMERICAN BLENDED WHISKEY
BLENDED AND BOTTLED BY JULIUS KESSLER COMPANY
LAWRENCEBURG, IND. • 80 PROOF • DUNDALK, MD.

Everything our label says our whiskey says smoother.

Smooth as Silk Kessler

Now the third largest selling American whiskey.

PRO! DATA

BEHIND THE EDITORIAL SCENES

Milt Roberts

John Seaburn

It was late in the afternoon. Milt Roberts and his writer-researcher partner, John Seaburn, were tired and hot. They had spent eight hours in the dusty basement of the Marvin Memorial Library in Shelby, Ohio, reading old, tattered newspapers dating back to 1902. Roberts turned one more page of yellowed newsprint, more out of reflex than desire. His eye caught a small item near the bottom of the page. "John!" he cried, "I think I've got it."

There, in the September 16, 1904 edition of the *Shelby Daily Globe,* was an article that proved what Roberts and Seaburn had long suspected—that Charles Follis was, indeed, the first black pro football player.

"It was like finding a nugget," says Roberts. "You go down a lot of blind alleys, but when you find something like this it makes it all worthwhile."

Roberts has been fascinated by football history since he was 16 years old. "It started off as a hobby," he says, "but then it became an obsession."

His obsession has led him to several nuggets. But this was the biggest of all. "I have researched hundreds of stories," he says. "But I have never been so astounded by a story as this one. The fact that it had been overlooked for seventy-one years is astonishing. I still can't believe it."

Roberts is not only a football historian. He is also the official historian of the American Lacrosse Association, for which he wrote "The Official History of Lacrosse" in 1965.

Co-author John Seaburn is a newspaper reporter for the *Akron Beacon Journal,* where he has covered Hall of Fame activities for the past 12 years. Librarian Jim Campbell of the Hall of Fame brought Roberts and Seaburn together. Campbell had received an inquiry from Roberts about a black football player—Charles (Doc) Baker—who played in 1908. There was some evidence to suggest that Baker had been paid and that he might be the first black pro football player. Campbell told Seaburn about Roberts's inquiry and the two got together and began to track down the story. But soon after they had begun research, Roberts came across the name of Charles Follis, which led them on their three-year quest to determine who really was the first black pro football player.

Now Roberts and Seaburn are the Bernstein and Woodward of football journalism. Their story, "The First Black Pro," begins on page 3D.

Phil Musick, a sportswriter for the *Pittsburgh Press,* has covered the Pittsburgh Steelers for four years. You would think he would know everything there is to know about Chuck Noll. You would think wrong.

"Noll is a very difficult guy to get to know," says Musick. "I don't mean that in any derogatory sense. It's just that he is a very private individual. Chuck is a good conversationalist on other subjects. He'll tell you how he built his stereo set or he'll talk expansively about scuba diving or classical music or cooking. But when it comes to the subject of football he doesn't want to be specific."

Nevertheless, Musick's story, "The Private Life of Chuck Whatshisname," which begins on page 2B, adds new insights into a complex man.

The Sounds of NFL Music

Available now in a special offer to football fans.

At NFL Films, the sounds are as important as the sights. That's why the dramatic action of professional football is orchestrated with specially composed music. Responding to popular demand, NFL Films has made this music available to the public. Now, you can enjoy highlights from the soundtracks of NFL Films on two long-playing records. These records are available only through this offer. You won't find them in stores. To order, send your check or money order to: NFL Films, Inc., 230 North 13th Street, Philadelphia, Pennsylvania 19107.

NFL Films, Inc.
230 N. 13th Street
Philadelphia, Pa. 19107

Please rush me _____ copy(ies) of the long-playing record(s), Music From National Football League Films. My check for _____ ($6.00 per record) is enclosed.

☐ Volume I ☐ Volume II ☐ Volumes I and II

Name

Address

City State Zip

Dr Pepper® and Pepper® are registered trademarks of Dr Pepper Company, Dallas, Texas, 1974. © Dr Pepper Company, 1974.

MICKEY HERSKOWITZ

THE UBIQUITOUS ONE

Illustration by J. Daniel Chapman

Shocked and in awe, they learned he had spent weeks at a time with Cosell.

In the spring of 1972 I strolled into a nightclub in New York a few blocks off Broadway, just in time to be startled by a familiar voice. On the stage, a comic was doing his impression of Howard Cosell broadcasting the Crucifixion.

What forces brought me to that place, at that time, I cannot guess. (For all I know, Brigham Young felt the same way about Utah.) But the fact is—and there is no clever way to say this—I was trying to get *away* from Howard Cosell, with whom I had worked the past few months *unrelievedly*. His word, not mine.

I became convinced that night that you cannot get away from Howard Cosell. He is harder to escape than the Eyes of Texas. After a while, I am not sure that you would if you could.

All that spring Howard had told me the story of his life, later to become his record-selling autobiography. In theory, I was hired to help him prepare it. Actually, I served as an audience of one as Howard relived himself. When people learned that I had actually spent weeks at a time as his house guest, they would look at me with respect, as though I had seen the tiger cages of Saigon.

Our work days always began with the same ritual. Howard would awaken at 5:30 to do his first of three radio shows. Shortly thereafter, a whiff of cigar smoke would indicate an alien presence in my bedroom. Then, tentatively, the way it is with people whose hearts don't start beating until noon, I would open one eye. Howard would be leaning over me. "Just checking," he'd say, "to see what time you want to get up."

I enjoyed Howard, marveled at his capacity for work, and learned from him. It is not possible to be unmoved, in one direction or another, by his stories, his heartfelt opinions, his account of the battles he has fought with the dragons of television-land, his ups, his downs.

A month after I returned to my home in Houston, my wife claimed that I was still walking around the house, talking in Howard's voice.

These small reminiscences were prompted, in part, by a wire service story that appeared not too long ago in newspapers across the land. The headline that caught my eye read: "NEW ORLEANS RIPS COSELL."

In his own warm and tactful way, Howard had assured a group of television columnists that ABC was "getting rid of the clinkers from this year's [Monday night] schedule. And that definitely means the Saints. They were simply dreadful."

The citizens of New Orleans could hardly have been more outraged if he had attacked the virtue of the girls on Bourbon Street. Howard had struck again. And the world struck back. Fair is fair.

But it is worth taking stock as Monday night football—"an American cultural institution," Howard called it—begins its sixth season. We are prepared to say that it has stood the test of time, though the cast of characters has changed a couple of times. Through it all, one factor remained constant: Cosell.

He is one of the most imitated men in America. You can hardly turn on the tube or pick up a comic book without encountering another Cosell parody, which would go something like this:

"Bronko, your left knee is crushed . . . a gruesome mass of shattered bones and nerves and cartilage that can never be repaired . . . the excruciating pain is still etched in your face . . . you'll never play another game of football!

"Tell me, Bronk, how does it feel to be a quitter?"

Cosell doesn't mind such sendups. He understands the inherent flattery of the well-drawn caricature. The put-on is his shtick, too.

It is astonishing how many people have the time, and the curiosity, to want Howard explained to them. One wishes one could. He has a mind that's out there where the meter doesn't register. I have heard him, catching just the first echo of a song in the piano bar, instantly recite: (1) the Broadway musical in which it was introduced; (2) in what year, and (3) the names of the singer, the composer, and the supporting cast.

There is no point in describing his pace, or his workload, except to say that he has no patience for those who can't keep up. I know I disappointed him along the way. Once, while the book was nearing completion, it was necessary to visit Houston on personal business. I promised to be back in five days. Unfortunately, while playing basketball with one of my sons, I broke a thumb—my doctor said it was a death wish—and had to stay the rest of the week. When I returned to New York, Howard told me I wasn't a persevering fellow. He did not say it unkindly. When your best friends won't tell you, Howard will.

So what can one say? I believe he has been good for sports, and good for most of us. As he himself might put it, he has transcended the world of petulant outfielders, neanderthal linebackers, and unprincipled owners.

Mickey Herskowitz is a columnist for the Houston Post *and the author of numerous books, including* The Golden Age of Pro Football.

Great coverage.

King Oscar Sardines are great on rye bread, crackers, mushroom caps, tomatoes, celery sticks, hard boiled eggs, toast rounds, muffins...even hamburger buns. So always keep a few cans in the cupboard, and you're covered for any occasion.

For the King's favorite recipes, write to:

KING OSCAR FINE FOODS Division of Chr. Bjelland, Inc.
1 World Trade Center, Suite 4967 New York, New York 10048

ETC. DEPT.

ODDS AND ENDS AROUND THE NFL

Here is some bad news for all fans of John Brallier. Pudge Heffelfinger of the Pittsburgh Athletic Club was the first man to be paid openly to play football, in 1892, not Brallier in 1895, as previously believed . . .

With the player limit reduced to 43, some veterans who haven't played on special teams recently, in addition to their other duties, may do so this year. And there may be an increased number of combination punter-kickers, such as Don Cockroft of Cleveland and Dennis Partee of San Diego . . .

After announcing he had signed an endorsement contract with a cosmetics firm, Joe Namath was asked if he would wear Brut on the playing field.

"Depends where the playing field will be," Namath answered.

Jets' coach Charley Winner said, "Smells like a good deal" . . .

The new playoff setup: In each conference, the two divisional winners with the highest won-lost percentage during the regular season will be the home teams. The division winner with the best percentage will be host to the wild card team and the division winner with second best percentage will be host to the third division winner. If the wild card is from the same division as No. 1, then the pairings become wild card at No. 2, and No. 3 at No. 1 . . .

The home teams for the conference championships will be the survivors who had the best won-lost records in the regular season.

The wild card cannot be a home team, and the tie-breaking checklist set up earlier for determining division champions is still in effect . . .

Who is the strongest player in the NFL? A recent poll turned up these candidates for the title: John Dutton of Baltimore, Jim Clack of Pittsburgh, Jerry Sherk of Cleveland, Clyde Werner of Kansas City, George Buehler of Oakland, and Doug Wilkerson of San Diego.

Terry Bradshaw of the Steelers took up chewing tobacco during the summer months. "I got started one day when my Dad left a package of Red Man in my jeep," he says. "I tried it and it sort of grew on me. I could even chew during a game if I could get someone to hold my plug for me" . . .

Ten-year veteran Tommy Nobis of the Falcons says, "Even though I may be a half-step slower than a few years ago, I've still got a few good years left, I think."

1976 Ford Elite.
Styled to keep you out of the crowd.
Priced so you can enjoy it now.

Some cars create their own distinction. One of them is the Ford Elite. It belongs to that select group of luxury cars that set you apart from the crowd. But Ford Elite is priced so you can enjoy its distinction now. An elegant mid-size car at a down-to-earth mid-size price.

Compare Elite to other cars in its class, like Monte Carlo and Cordoba, for standard features and luxuries you expect on cars like these. When you buy an Elite, you buy it handsomely equipped. The luxury is standard, yet the price is surprisingly reasonable.

Ford Elite: value you can compare. The elegant mid-size car that makes it easy for you to have the luxury you want, now.

The closer you look, the better we look. See your local Ford Dealer.

FORD ELITE

FORD DIVISION Ford

INSIGHT

DEE-FENSE!

Illustration by Guy Deel

"Four things come not back–the spoken word, the sped arrow, the past life, and the neglected opportunity."

—Arabian proverb

And you could throw in a busted pass coverage that turns a dinky little turn-in pattern that was supposed to go for six yards into sixty yards and a touchdown.

And you know what? You never get it back.

The offense can go out and gain for a while; then, maybe they make a mistake and have to punt the ball away. They don't like it, but they'll get another chance.

But not the defense. The offense lives with the scoreboard; the defense dies with it.

Offensive players are very patient. Their bag is establishing tempo, attending to details, maintaining their composure. They're quite regimented, really.

Then there's the defense. Ever notice how much composure and regimentation a swarm of hornets has when some poor fool brushes up against their nest? They attack . . . and they're just as prompt and mean and thorough about it as they can be, because you have threatened them by your action.

Dee-fense!

It was getting past 10 on an August evening in the training camp beer joint where the players took their leisure.

Back by the bumper pool table an offensive tackle waited patiently for the door marked "Men" to open. He'd been waiting the best part of five minutes when the weakside linebacker joined his vigil.

The weakside linebacker spoke in a soft, lazy, Louisiana voice . . . but a controlled voice. As voices go, it was the equivalent of a rattlesnake sunning itself on a rock. Resting, but ready.

"How long you been waitin', Hoss," purred the linebacker.

"Five minutes anyway," the tackle replied.

The weakside linebacker rapped softly at the door . . . and was rewarded for his efforts by a sharp retort: "Keep your shirt on!"

He smiled and leaned close to the door: "Pardon?"

"I said," shouted the stubborn patron of the restroom, "you can wait until I'm damned good and ready to come out of here!"

Like the saloon's other appointments, the restroom door had seen better days. Several hinge screws were missing and the linebacker knew the inside lock to be nothing more than a screen door hook-and-eye. He shrugged, then smiled at the offensive tackle: "Hoss, let's air that old boy out a mite."

He could do 350 pounds on the bench press because of those massive shoulders and it now developed that he also could make restroom doors vanish with one tug.

And with an almost continuous motion he reached through the opening to fetch out a lank, astonished-looking young man who had been leaning against the wash stand, smoking.

"Now that you're ready," he crooned, "my friend here would like to use the facilities."

Dee-fense!

In the drawing for the annual training camp horseshoe-pitching tournament, the head coach stunned the railbirds by selecting as his partner not the quarterback, whom everyone knew to be the best horseshoe pitcher, but the free safety.

The coach was asked to defend his selection.

"Joe [the quarterback] has great skills, but I selected Pauley for three reasons," the coach replied with a tiny smile. "He's good and he's experienced."

"That's only two reasons," said the droll newsman. "What's the third?"

The grin widened: "He's a good cheater."

Dee-fense!

"Whazzat?" asked the strong safety, riding home from practice with the left defensive tackle.

"Wife's birthday cake," gritted the tackle. "Keep your damned hands off it."

After two blocks: "Hey, that's some cake!"

After two more blocks: "Mmmm, good frosting . . . want some?"

The strong safety slapped a dab of pink frosting across the tackle's mouth.

Twenty minutes later the defensive tackle's wife gaped as he entered the apartment; the frosting and crumbs started in his hair and extended to his knees.

The strong safety, lurking in the doorway, was of a similar plumage.

"Honey," the tackle grinned, "Mike here says him 'n Judy want to take us to dinner for your birthday."

Dee-fense!

The loss had been brutal . . . big game, they'd led until the final minute.

The rookie corner they'd thrown over for the winner faced the defensive captain with red eyes:

"I lost it, Jim . . . I'm sorry."

The defensive captain's face had been contorted in fury, but then he relaxed.

"You're right, babe . . . you did." Then he began to point around the room:

"And so'd he . . . and him . . . and him . . ."

And he thumped his chest with a forefinger:

"And me. We all lost it."

He tapped a grimy hand against the rookie's cheek:

"We lost it together."

Dee-fense!

—mcg.

After the fourth down, bring on the fifth.

Old Grand-Dad.
Head of the Bourbon Family.

Kentucky Straight Bourbon Whiskeys. 86 proof and 100 proof Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

PRO! TALK

A CONVERSATION WITH PETE ROZELLE, PART I

Interview by John Wiebusch

The interviewer was a bit awed. Not before the interview. After it. He sat drinking a cup of coffee with a member of the commissioner's staff and he shook his head and said, "The man is awesome." "Yes," said the staff member, "I know what you mean. It's almost as if he can give the answers to the questions without them being asked."

Two and a half hours with Pete Rozelle, the commissioner of the National Football League, are a textbook study in urbanity and polish, in style and logic. He listens intently; he answers unhesitatingly. He makes sense.

In an article in *Sports Illustrated* last fall, Frank Deford wrote: "He is the only one of the four [major] commissioners to talk really well, to know how to use inflection."

"I've never known anyone who's so much in charge of himself," said another member of the NFL office staff. "His instincts are always right. He always seems to say the right thing; or do it."

Pete Rozelle has had the complex duties of commandeering the NFL since 1960. He was the boy commissioner, a slender lad of 33 who had spent the major portion of his adult life in public relations—with the University of San Francisco, with the Los Angeles Rams, with the agency that publicized the 1956 Melbourne Olympics.

When the 12 owners of NFL teams convened in Miami in January, 1960 to select a successor to Bert Bell, who had died of a heart attack during the previous season, it is safe (no, absolutely *certain*) to say that the name Pete Rozelle was not on anyone's list of candidates.

He had been general manager of the Rams for nearly two years but he was not a force in pro football and, most important, he was a virtual stranger to the kingmakers of the game: George Halas, Art Rooney, George Preston Marshall, and Jack and Wellington Mara.

The arguing went on for nearly two weeks. Dozens of people were considered, and many of them were people in the room. When a man was being talked about, he was asked to leave the room, which meant he was met by the press outside. When Pete Rozelle's name came up—and no one was more surprised at its suggestion than Pete himself—the commissioner-to-be was able to slip out of the room past the press without being stopped.

Sixteen seasons have passed since that time, seasons in which the NFL has grown in unprecedented leaps and bounds. There was the early conflict with the American Football League and then the merger with it. There were television contracts of unusual complexity and surprising amounts. There were potential scandals involving gambling and drugs and rules violations.

Pete Rozelle handled them all and he handled them well. Said one moderately militant player: "I know we [the Players' Association] have given him some trouble the past two years. But if there were an open election for the job tomorrow with the players voting, you can be pretty sure Rozelle would be a landslide winner."

You've generated a tremendous amount of respect by the way you've handled your job the past sixteen years. Have you surprised yourself with your competence?

"I guess I'd have to say I've surprised myself because I really had no idea what to expect when I was given the job. It happened very suddenly. Their [the owners'] decision to pick me was a compromise that happened in a matter of a couple hours. I expressed very strong reservations. For one thing, I didn't know the people in the league well. Oh, I knew the 49ers and a few others, but I think the only person in the league I'd even had dinner with was Vic Morabito [of the 49ers]. Paul Brown and Well Mara came to me and said that they were going to nominate me for the job. I barely *knew* those two men! But I remember Paul Brown saying, 'You'll grow into it. Don't worry about it.' So I didn't really have that much confidence at the start but I guess you'd have to say I had some fast luck. There were some early problems—the AFL, television contracts, the Cardinals' move from Chicago to St. Louis, a number of things—and they worked out pretty well."

The way you handled those things must have built your confidence in a hurry.

"They did. But here's the thing: I think the commissioner sometimes gets too much credit for things—an inordinate amount of the credit—when things go well. On the other hand, sometimes he also is blamed unjustifiably for things he doesn't have as much control over as people think. It's a different kind of job—a sit-up-in-front thing where just about every decision you make is in a fishbowl. A decision is not difficult if it doesn't affect anyone in any way; matter of fact, that's not even a decision. But when it does affect someone—when there are very strong feelings for and against the issue—then people are looking. You have to accept that as part of the job."

The confidence thing works both ways. The owners' faith in you grew just as rapidly.

"Well, if they have confidence in you, then you are obviously more apt to get them to accept things. Regardless of what your contract says or what the constitution of the sport's organization says, it really comes down to whether you can convince them to accept your program and, then, how your judgment holds up as future developments unfold."

Your initial contract was for three years. Was there any understanding that it was an interim kind of thing . . . that you were the compromise choice until they could find the man they really wanted?

"I honestly don't know that. No one's ever told me. But in my mind it would have been the intelligent thing to do. They'd been down there in Florida arguing for a week or ten days—a long time—about the job. Maybe the fact that I wasn't known, that I hadn't had time to alienate anyone at the meeting because I didn't know anyone [laughing] was all in my favor."

You mentioned earlier about criticism of you and your office. Even with all the good things that have been said and written, it must be painful to hear negative things.

"No one likes criticism and I can't say I do. But because of the time that I've been in the job I can dilute the impact on myself. It's like I said about praise. You accept both praise and criticism with some balance; you just have to realize—I did quickly—that over the long run you're going to get quite a bit of both. It's the price of the job. I can't say I like it or accept it, but that's the way it is."

In the sixteen years as commissioner, what's been the single most difficult thing you've had to do?

"I guess that depends on how you define your terms from the standpoint of time and overall difficulty. The single most unpleasant thing I've had to do was the 1963 situation with Paul Hornung and Alex Karras. It was a very painful thing for me to do [Hornung and Karras were suspended for one year for allegedly betting on their teams' games] but it was one I had to do. The toughest, long-

Photograph by Ross Lewis

"Every decision you make is in a fishbowl."

running thing I've been involved in was the merger and the implementation of it. It went on for years—the thrashing out of the realignment, the constitution and its by-laws, the television contracts, and all the other ramifications. It was a very long, very emotional period."

People always seem to be looking for a chink in the armor, and a lot of words have been written recently that there has been a drop in the popularity of pro football. Or at least a leveling off. Do you agree?

"I agree that there's probably no way the popularity of this game can grow at the level it has in the past decade or so. But who knows? The last year I was with the Rams, in 1959, the club got one-hundred fifty thousand dollars for television rights. It was a decent sum for those days. But it's grown incredibly since that time. We've seen the league-wide television contract go from just over four million a year to over fifty million a year. Every time it happens you get the feeling it can't go any higher; and every time you're surprised. I don't know what tomorrow will bring."

Were television ratings off in 1974?

"They leveled off a bit. NBC was up and CBS and ABC were slightly down. But I wouldn't say there was a trend in either direction. There were other factors involved here, too. There was competition from *The Godfather* and there was 'Rhoda's Wedding' and some other things. Overall, the ratings were excellent; we were pleased. Really, when you talk about diminished interest in the sport, you only have to go to the Super Bowl. That game last January drew the largest television audience of any type, day or night, in the history of the television medium. And I think that is a good barometer that the interest is still strong."

A few other circumstances also figured strongly on the 1974 season. The strike had to have a big effect. A lot of fans were angry about it.

"They still are. It's strange. It carried over into the regular season and the effects are still with some people. We got a lot of mail here—mail that didn't necessarily take sides with the owners or the players, but mail that expressed general feelings about how disillusioned people were with the overall situation."

That this is a game and here are people at each other's throats?

"People turn to football and other sports essentially for diversion and when it's no longer a diversion—when they see the same types of stories they see on the front page or the business page or the editorial page—then they get turned off. We have great problems in the country, both domestically and internationally, and if each of us spent every waking hour being concerned about them I don't think we'd be a very healthy people. So instinctively each of us turns to some diversion to get away from the problems of our job or from the greater problems of society. And when you can't get a diversion from something, why you go elsewhere."

The antiblackout laws went into effect after most of the tickets had been sold for the 1973 season so it was too early to measure their real effect that year. In 1974 they were a part of the scene all year. Did they hurt?

"In 1974 we had double the number of so-called no-shows, people who bought tickets but did not attend games, than we had in 1972. About eleven percent of the people who bought tickets did not attend the games. We attribute that to the lifting of the blackout. It's been said that bad weather and the records of the team affect the no-shows, and they do. But since 1920 we've had some bad weather and some good weather, some bad teams and some good teams. Those are constants. The blackout was something new and it kept a lot of people away. We don't want to become a studio show."

The argument, of course, is, "What's wrong with televising a game if all the tickets are sold?"

"The problem is that if an event—any sort of entertainment—is not important enough to have a body in a seat, it loses the aura of glamour, and people feel it's not important enough to attend. It changes the whole attitude of the fan sitting in an immense stadium when he's part of an elite group."

And obviously the long-run danger is that people who are not using their tickets will stop buying them.

"Right. I know that in Kansas City there was a very regular lifting of the blackout. And Lamar Hunt told me that individuals and businesses who had bought, say, eight season tickets in the past said, 'I couldn't even give some of them away since the game was on television.' So they bought two or four instead. Their season sales went down. When we testified before Congress in 1973 we didn't say that the blackout would cause a disaster to the National Football League right away; we said it would be an erosion over a period of years."

The blackout law was for three years. Will it be reviewed again after the 1975 season?

"It was an experimental thing, and Congress said it would review it and if it felt that we were being seriously hurt they wouldn't expand it. It will come up for review after this season."

Are you satisfied with the basic television format–the doubleheaders, Monday nights, and late-season Saturday games?

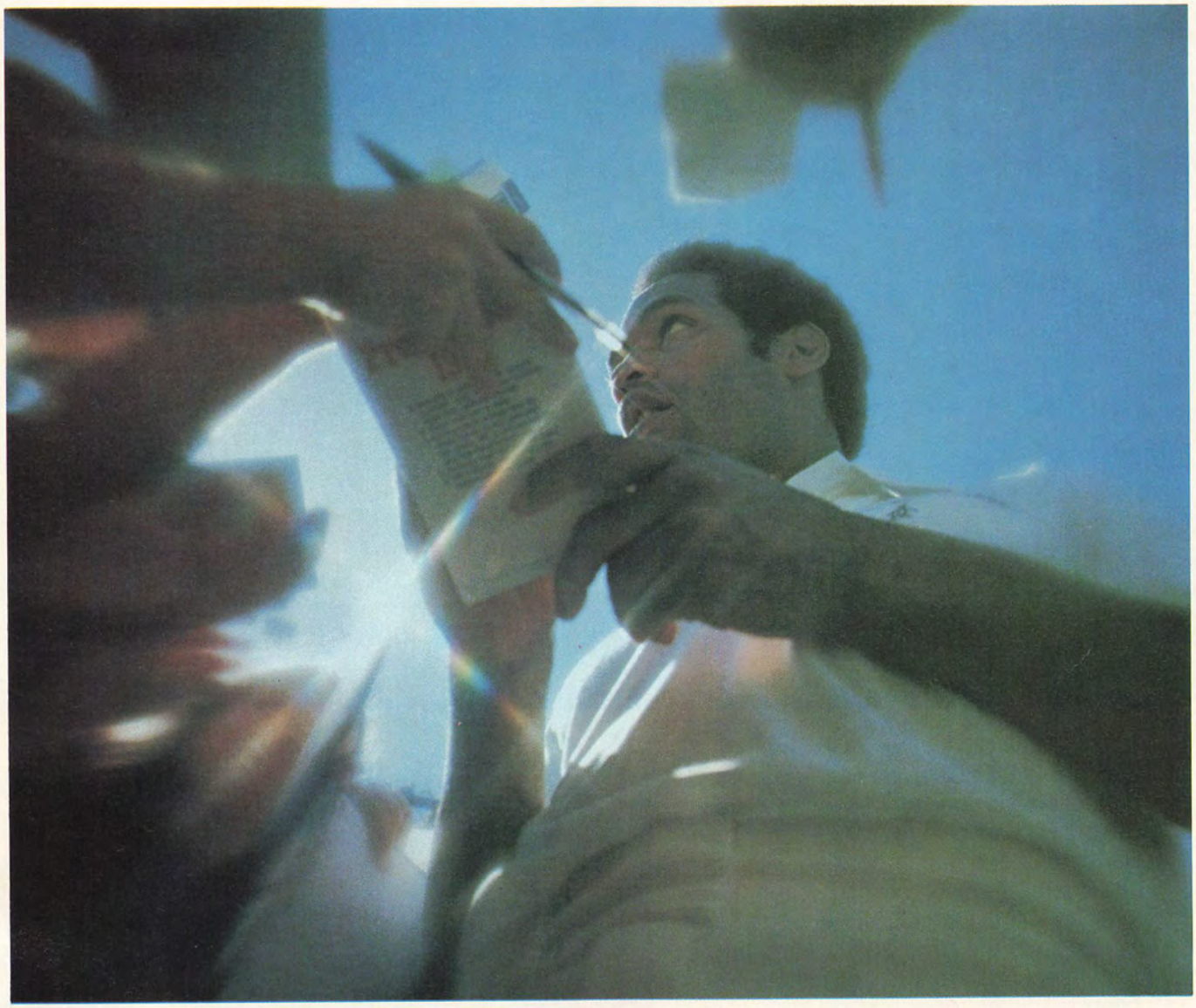
"It changes some every year, but I certainly don't foresee any important changes. The television contracts with all three networks have three more years to run and I think our present format—as long as we can sustain it—satisfies all three networks."

Is there any danger of overexposure?

"There's always that danger. No doubt about it. Too much of anything can be destructive. That's another reason why we're concerned about the blackout. In those cities in which games are sold out, it's possible to see your home team on television in all of the preseason and then through all fourteen weeks of the regular season. It gets so it doesn't have any meaning, and when that happens fans turn off. That concerns me." !

NEXT: Pete Rozelle speaks out on gambling, expansion, drugs, the Rozelle Rule, and court cases in Part II of a PRO! *interview.*

©1975 R. J. REYNOLDS TOBACCO CO.
Menthol Blend
Salem
Why smoke if you don't enjoy it?
I smoke because I enjoy it. Salem is why. It's much more than just a good menthol. It's a good cigarette.
Enjoyment is why I smoke. And that's why I smoke Salem.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report MAR. '75.



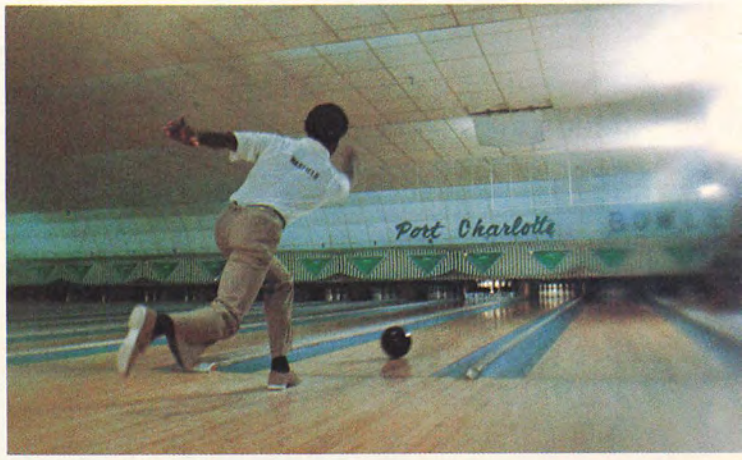
O.J. SUPERSTAR

Portfolio by Ellen Griesedieck

There are players . . . there are stars . . . there are superstars. O. J. Simpson is a superstar. He's proved that on the football fields of the National Football League. But last winter O. J. Simpson became a literal superstar (as if there were any doubt) by winning ABC Television's "The Superstars" competition in Florida. Simpson placed first in overall scoring, defeating pole vaulter Bob Seagren, soccer star Kyle Rote, and fellow football players Franco Harris and Lawrence McCutcheon in the finals.

O. J. can do it all. He finished first in his old collegiate specialty—the 100-yard dash—with a clocking of 9.69 seconds. He also placed first in bowling with a 185 score. Simpson placed second in three events—tennis, rowing, and weightlifting (he lifted 260 pounds to tie for second). He also was third in baseball hitting, driving three balls over a 350-foot fence.

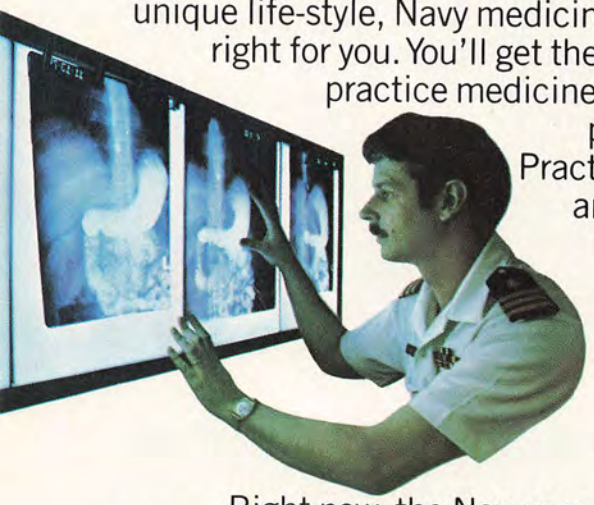
JCPenney
American
FIBER-LITE
Rotonda
SUPERSTARS


Port Charlotte

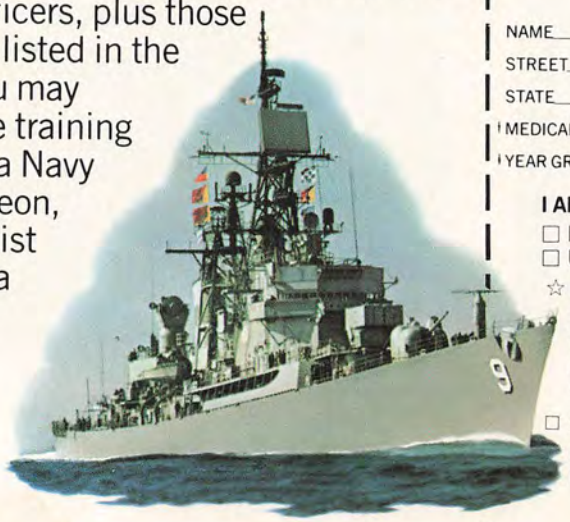
Fewer than 200 doctors can become Navy physicians this year.

Are you one of them?

If you're interested in a practice that combines high-quality medicine with a unique life-style, Navy medicine could be right for you. You'll get the chance to practice medicine instead of paperwork. Practice almost anywhere in the world. And earn between $30,000 and $40,000 a year.



Right now, the Navy needs General Medical officers, plus those specialties listed in the coupon. You may also receive training to become a Navy Flight Surgeon, or a specialist in Undersea Medicine.



But the number of doctors needed is limited. For more details, fill in and mail the coupon, or call **800-841-8000**, toll-free, and ask for the Medical Recruiter (in Georgia—800-342-5855).

It pays to look into Navy Medicine.

Navy Opportunity Information Center (ØM)
P.O. Box 2000
Pelham Manor, New York 10803

NAME _____
(Please Print or Type)
STREET _____ CITY _____
STATE _____ ZIP _____ PHONE _____
(Area Code & No.)
MEDICAL SCHOOL _____
YEAR GRADUATED _____ DATE OF BIRTH _____

I AM INTERESTED IN (CHECK ONE):

- ☐ FLIGHT SURGEON
- ☐ GENERAL MEDICAL OFFICER
- ☐ UNDERSEA MEDICINE
- ☐ PRACTICING MY SPECIALTY

☆ **MY SPECIALTY (IF ANY) IS:**

- ☐ ANESTHESIOLOGY
- ☐ NEUROLOGY
- ☐ FAMILY PRACTICE
- ☐ RADIOLOGY
- ☐ PSYCHIATRY
- ☐ PATHOLOGY
- ☐ INTERNAL MEDICINE
- ☐ PEDIATRICS

☐ **STATUS (CHECK ONE):**

- ☐ PRIVATE PRACTICE
- ☐ INTERN
- ☐ HOSPITAL STAFF
- ☐ RESIDENT

Join the special team: Navy Medicine.

To find out more about the unique opportunities of a career in Navy Medicine, use the coupon or toll-free telephone numbers on the opposite page.
Or contact one of the local recruiters listed below.

Contact your nearest Navy Recruiter.

Alamosa, Colorado 81101
922 Main Street
Phone: (303) 589-2741

Arvada, Colorado 80001
8795 Ralston Road
Phone: (303) 420-2121

Boulder, Colorado 80303
2995 Baseliné Road
Phone: (303) 447-1299

Casper, Wyoming 82601
111 South Wolcott Street
Phone: (307) 265-5550 Ext. 3236

Cheyenne, Wyoming 82001
1604 Capitol Avenue
Phone: (307) 634-9940

Colorado Springs, Colorado 80903
23 North Wahsatch Avenue
Phone: (303) 632-4162

Denver, Colorado 80220
8720 East Colfax Avenue
Phone: (303) 837-4229

Denver, Colorado 80202
19th & California
Phone: (303) 837-3344

Durango, Colorado 81301
1141 Main Avenue
Phone: (303) 247-0141

Englewood, Colorado 80110
3401 South Bannock
Phone: (303) 781-3065

Ft. Collins, Colorado 80521
413 South Howes
Phone: (303) 482-5446

Goodland, Kansas 67735
118 West 11th Street
Phone: (913) 899-5328

Grand Junction, Colorado 81501
400 Rood Avenue
Phone: (303) 242-0051

Greeley, Colorado 80631
1020 9th Street
Phone: (303) 353-1046

La Junta, Colorado 81050
19 West 4th Street
Phone: (303) 384-8116

Lakewood, Colorado 80226
1864 South Wadsworth
Phone: (303) 837-4550

Lander, Wyoming 82520
933 West Main Street
Phone: (307) 332-4197

Laramie, Wyoming 82070
213 South 3rd Street
Phone: (307) 742-5221

Littleton, Colorado 80120
1500 West Littleton Blvd. – Bldg. 101
Phone: (303) 795-0846

Longmont, Colorado 80501
500 Coffman Street
Phone: (303) 772-5727

Montrose, Colorado 81401
300 North Townsend
Phone: (303) 249-4381

Pueblo, Colorado 81003
325 West 10th Street
Phone: (303) 545-3490

Rapid City, South Dakota 57701
512 St. Joe
Phone: (605) 348-1677

Scottsbluff, Nebraska 69361
1920 Broadway Street
Phone: (308) 632-6522

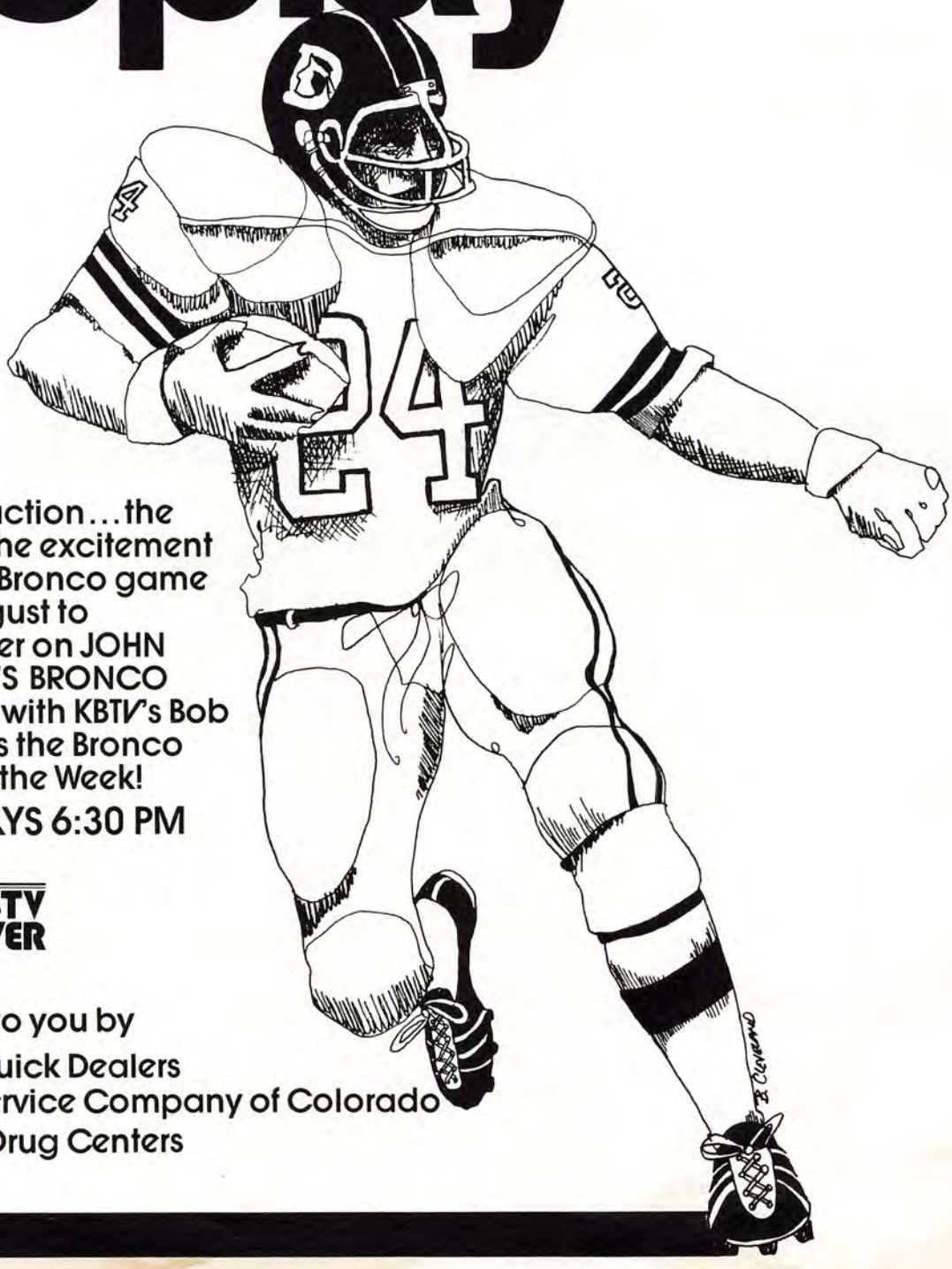
Sheridan, Wyoming 82801
302 North Main Street
Phone: (307) 672-2644

Sterling, Colorado 80751
204 Poplar Street
Phone: (303) 522-3287

Thornton, Colorado 80229
North Valley Shopping Center – Mezz.
Phone: (303) 287-7474

Widefield, Colorado 80911
141 Fontaine Blvd.
Phone: (303) 392-7939

Bronco Replay



Get the action... the thrills... the excitement of EVERY Bronco game from August to December on JOHN RALSTON'S BRONCO REPLAY... with KBTV's Bob Kurtz plus the Bronco Player of the Week!

MONDAYS 6:30 PM

9 KBTV DENVER

Brought to you by

Denver Buick Dealers
Public Service Company of Colorado
Skaggs Drug Centers

Ralston Involved In Fourth Campaign

Former Stanford Coach On First Season Of New Five-Year Bronco Pact

Only ten teams in the National Football League had winning records in 1974 and the Denver Broncos under the direction of John Ralston was one of those ten.

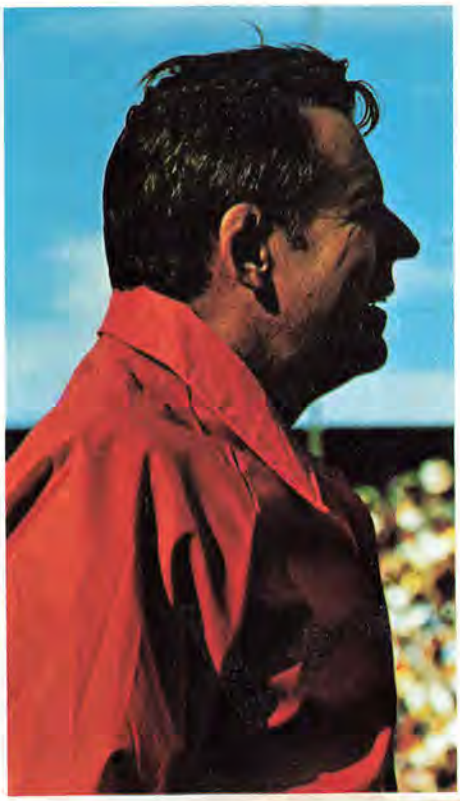
The 7-6-1 record was short of John's goal of the play-offs for the Broncos, but it was the second consecutive winning season for Denver and that in itself is noteworthy. In 15 years, the Broncos have had just two winning records, and those have come under Ralston's guidance. In 1973, John's second year at Denver, the Broncos were 7-5-2.

After the 1973 season, Ralston was named the American Football Conference Coach-of-the-year by UPI and by the Kansas City 101 Committee. And after the 1974 season, the entire Broncos coaching staff was honored by being named to coach the North squad in the annual Senior Bowl game in Mobile, Ala.

There have been steady advances for the Broncos since Ralston joined the team as head coach and general manager in January of 1972. Denver climbed from the division cellar in John's first year and finished with a 5-9 record.

Then after starting with a 1-3 record in 1973, the Broncos were defeated just twice in the final ten games of the NFL season. This past season saw the Broncos regroup from injuries to stars Paul Smith, Bob Anderson and Marv Montgomery to firmly establish the winning ways of Denver around the NFL.

John joined the Broncos from Stanford after two Rose Bowl victories over impressive Big Ten competition. He began his Stanford stint on January 18, 1963. In nine seasons at the helm, he captured two Pacific Eight titles, while compiling an impressive 54-36-3 record. He reeled off eight straight winning campaigns, but winning was nothing unusual for him.



Before the Stanford job, Ralston was head coach at Utah State, where he held a 31-11-1 mark in four years. The Aggies were co-champions of the Skyline Conference in two of those years and the team played in the Sun and Gotham Bowls.

Ralston was also the head coach of the West team in the 1965, 1966 and 1969 Shrine games. But his outside activities did not stop there. He has coached at the Hula Bowl, served on the Peace Corps' 21-man Athletic Committee, officiated at several clinics, and fills his off-season calendar with countless speaking engagements.

Born in Oakland, Calif., April 26, 1927, Ralston attended elementary and high schools in Norway, Mich. He served two and one-half years with the U.S. Marine Corps during and after World War II, before entering the University of California at Berkeley, where he graduated in 1951. Ralston was a linebacker on two of Cal's Bowl teams.

He and his wife, Patty, were married in 1951, and they are the parents of three children — twin daughters, Terry and Sherry, and a son, Larry.

Gerry did not invent the first down.

Despite popular opinion, Gerry did not invent the *first down*. . . although we sure did introduce *down first.*

Yes, we are really up on down. We shape it, sculpt it, stuff it, fluff it, slenderize it. . . even sleep with it. We do everything with down but we didn't invent it. That's for the birds.

We pioneered cold weather uni's for football stadiums, hockey rinks and ski slopes. . . we were in the end zone before the competition even suited up.

Gerry's offense kicks off with rugged nylon Du Pont fibers, ZePel® treated to make 'em weather, catsup and Coors proof. Then we Gerry-rig a ruff-tuff, self-lubricating nylon coil zipper 'cause we know that zippers are a game of inches, not a tug-of-war. Gerry's all-pro defense is headed up by one of the league's great backliners. . . prime down. . . poised to dump hard charging cold. No leaky seams in the secondary either, as all Gerry's seams are serged for air-tight defense against any and all opponents.

Gerry Down Wear. It'll warm the cockles of your heart. Gerry-Built? Damn right.

Now comes a most important announcement: GERRY DOWN PARKAS ARE AVAILABLE IN BRONCO ORANGE.

And as Howard might have been heard to say on Monday night, September 29th: "Alex, can you com-pre-*hend* the meaning of this awesome spectacle rep-re-*sented* by 75,000 screaming Denver Bronco fans sartorially splendored in their orange down parkas. What adoration! What an overwhelming display of team loyalty! What outstanding inclement weather sagacity!"

Gerry Built.

Gerry / An Outdoors Sports Company 5450 North Valley Highway / Denver, Colorado 80216

A History of the Black Pro Quarterback

Broncos' Marlin Briscoe gave it a shot in the seventh game of his 1968 rookie season

The question of who was the first black quarterback in pro football is a matter of opinion.

Purists say Willie Thrower, who played with the Chicago Bears in 1953. But many people say George Taliaferro, who played with the Los Angeles Dons of the All-America Football Conference and the New York Yankees, Dallas Texans, Baltimore Colts, and Philadelphia Eagles of the National Football League from 1949-55.

There have been four others: Charles (Choo Choo) Brackins of the Green Bay Packers in 1955; Marlin Briscoe, who started 6 games and played in 11 for the Denver Broncos in 1968; James Harris, who has started 14 games for the Buffalo Bills and Los Angeles Rams since 1969, and Joe Gilliam, who started 1 game in 1973 and the first 6 games of the 1974 season for the Pittsburgh Steelers.

Thrower was the first to operate from the modern T formation in the NFL. Taliaferro was a tailback in the single wing, from which he ran, passed, and kicked. He also played T-quarterback in the NFL, but Thrower did it one month and five days before him.

Thrower, who was a backup quarterback to Tom Yewcic on Michigan's State national collegiate championship team in 1952, signed as a free agent with the Bears, and on October 18, 1953, he completed three of eight passes for 27 yards in a 35-28 loss to the San Francisco 49ers.

Thrower, now a construction worker and owner of the Touchdown Lounge in his birthplace of New Kensington, Pennsylvania, about 19 miles south of Three Rivers Stadium in Pittsburgh, says he replaced George Blanda as the Bears' quarterback with about six minutes left in the game.

"Blanda wasn't operating too smoothly," Thrower recalled. "He had thrown a couple interceptions. (George) Halas put me in, and I moved about our twenty-five to their twenty-three. Then he took me out and put Blanda back in."

Thrower apparently played in one other offensive series that day, because the *NFL Record Manual* credits him with one interception in 1953, and he played in just one game.

Thrower left the Bears after the season and went to Canada. "I played for Bud Grant in Winnipeg," he says, "then I finished up the last two years with Balmy Bay, a team in Toronto."

He later was employed in New York as a children's social worker. In 1969, Thrower bought the Touchdown Lounge, a saloon and pool parlor. Behind the bar is a picture of him in his playing days, with the inscription, "First Black QB in NFL."

Taliaferro, special assistant to the president of his alma mater, the University of Indiana, completed 92 of 284 passes for 1,631 yards and 10 touchdowns in seven seasons. In 1950, as a halfback with the New York Yankees, he gained 411 yards in 88 carries, caught 21 passes for 299 yards and five touchdowns, and was ranked among the league leaders in kickoff and punt returns.

Taliaferro played T-formation quarterback for the Colts November 22, 1953, against the Los Angeles Rams. The Colts' other quarterbacks, Jack Del Bello and Fred Enke, had been sidelined by injuries.

"We got back for practice on Tuesday," say Taliaferro, and Keith Molesworth, our coach, came out after practice started. He said to me, 'You know, we're hurtin' at quarterback.' I said, 'Yeah, what are we going to do?' He said, 'Well, we had a meeting this morning, and we'e decided to ask if you'd like to give it a shot."

Taliaferro jumped at the chance. "For me, it was a labor of love," he says. "Besides, I was the only one who could have done it. I knew the assignments for all four backfield positions. I just enjoyed the heck out of it. It was altogether different after being a halfback all the time, sitting back behind the line, and not being able to see the faces of all those linemen. It turned out to be a very satifying performance for me, although we lost the game. We kinda scared the Rams, and that was one of the years they were on top."

Los Angeles won 21-13, and Taliaferro sustained a broken hand in the third quarter, but he was able to play quarterback the next week in a 38-21

HOME OF THE PROS

DENVER'S ONLY 100% ATHLETIC CENTER

BUY WHERE THE BRONCOS BUY

b&h

sport and team

50 W. GIRARD ENGLEWOOD

TELEPHONE: 761-4270

loss to the 49ers. He started the final game of the season in Los Angeles, a 45-2 loss for the Colts in a game that was distinguished by the professional debut of Gene (Big Daddy) Lipscomb, who later went from the Rams to Baltimore and became an all-pro defensive lineman.

Of the three earliest quarterbacks, Brackins probably had the most promise. He was of classic dimensions, 6 feet, 202 pounds. Taliaferro was 6 feet, 195, and Thrower 5 feet, 11, 182.

Brackins, however, was released by the Packers after the seventh game of the 1955 season. He had quarterbacked in one game, throwing two incompletions in a 41-10 loss at Cleveland October 23, 1955.

"Nate Borden and Veryl Switzer, the other blacks on the team, came to me in Chicago and said they no longer could cover up for Choo Choo," says retired Packers' coach Lisle Blackbourn. "He was breaking curfew every night. I had to let him go. I thought he would have made a good quarterback. He could throw the ball a country mile."

Oldtime Packers' watchers say Blackbourn gave Brackins his release on the team bus going to the Chicago airport after a 52-31 loss to the Bears in Wrigley Field.

"Choo Brackins was the best college quarterback I've ever seen," says Tom Williams, assistant general manager for the Houston Oilers and a coach at Prairie View A&M when Brackins played there from 1951-54. Williams also was on the Grambling University staff when the Rams' Harris played there.

"Choo lived it up a lot," says Williams, "but what an athlete! Practice at Prairie View used to start at a quarter to four in the afternoon. At two-fifteen, Cho would be on the field, kicking, punting, throwing the ball. He could play every position on the team. I mean, every one. He could roll out left or right and throw with either hand.

"He kicked field goals, kicked off (Brackin's main responsibility with the Packers was kickoffs), played tight end, middle guard, and linebacker. Everything."

Brackins also played one preseason with the Dallas Texans of the AFL in 1960. Dallas is his home town. He went to Lincoln High, the same school which sent Duane Thomas to the NFL. After coaching at Dallas's Roosevelt High several years ago, Brackins left the teaching profession and recently purchased a cafeteria in Killeen, Texas, near the Fort Hood army base.

In 1968, Briscoe was the next black quarterback to play in a regular season game. He was the Broncos' fourteenth-round draft choice that year out of the University of Nebraska at Omaha, where he set school passing and rushing records.

When starter Steve Tensi was hurt in the seventh game of the season, Briscoe came off the bench and scrambled for the last two touchdowns in a 21-14 victory over Miami. By the end of the season, he had completed 93 of 224 passes for 1,589 yards and 14 touchdowns.

Briscoe was switched to wide receiver in 1969, was waived and claimed by Buffalo in 1970, traded to Miami for a first-round draft choice in 1972, and started for the Dolphins in Super Bowl VIII against Minnesota. He was traded to St. Louis for running back Donny Anderson last spring.

Harris was the sixth quarterback, behind Jack Kemp, Tom Flores, Kay Stephenson, Dan Darragh, and Benny Russell, when he reported to the Bills as an eighth-round draft choice in 1969. But he started the season opener and two other games in the next two seasons before he was released early in the 1972 season.

Gilliam was Pittsburgh's eleventh-round draft choice in 1972. He won the starting job in the 1974 preseason but was replaced in the seventh regular season game by Terry Bradshaw, the man Gilliam had replaced earlier.

It wasn't until the National Football League's thirty-third year that Willie Thrower because the first black quarterback, but blacks in pro football go all the way back to 1904, when the Shelby Athletic Club in Shelby, Ohio, paid halfback Charles Follis. He had played the two previous years for Shelby, when it was an amateur team.

Josephina's
The World's First
Roaring Twenties Italian Cabaret
Drink a Cappuccino, sip a Chianti, have a feast, listen to great entertainment and have the time of your life in the laughing atmosphere of the Twenties, Italian style. There's stained glass and whiskey mirrors and Twenties art everywhere. Amazing cocktails, Chicago style deep-dish pizza, pasta, veal parmigiana and more. Step out to the plush, raucous, lively, laughing Josephina's Roaring Twenties Italian Cabaret. Lunches from $1.75, dinners from $2.95. 1433 Larimer St., Larimer Square. 623-0166
Hours: M-Th. 11 AM-midnight; Fri. & Sat. 11 AM-2 AM; Sun., noon-10 PM.

How did Dodge Colt put so much in such a little car?

Introducing the '75 Dodge Colt Carousel hardtop. It comes with all the good things listed here, as do all the other Colt models: 2-door coupe, 4-door sedan, 4-door wagon and the Colt GT.

Prices start at $2,945.**

*Based on EPA test results for 1975 Dodge Colt, 1600 cc engine. 30 mpg highway cycle and 20 mpg city cycle.

**Manufacturer's suggested retail price for a '75 Dodge Colt coupe. Not included are state and local taxes, destination charge, license and title fees, and Dealer preparation charge, if any.

NO. 1 FOR THE MONEY IS DODGE

CHRYSLER MOTORS CORPORATION

Dodge
Dodge Trucks

The Private Life of Chuck Whatshisname?

By Phil Musick

His name is Chuck Noll and he may be the complete football coach. But, like Garbo, he wants to be left alone.

Pittsburgh.

Irish politicians and groping your way from lamppost to lamppost at noon and Seagramsandabeerchaser and thousands of guys who bump one another on the streets and snap, "Watch it, Mac," instead of, "Pardon me." Pretty tough place. City of kolbassi and kraut, pierogis and pizza. Steel. Sweating next to an open hearth furnace draws the emotions up near the surface. So does going home to a peeling white frame house. So there's a pulse to Pittsburgh.

Sure, there are suburbs. Red-brick mediocrities, mostly. And, sure, Pittsburgh isn't all throbbing. But there is color everywhere. Flames of 60 feet fleeing the mills and lapping at the midnight sky. Neon spilling into a pair of muddy rivers that pincer the town. Plum-black kids thrashing in front of a ghetto hydrant. Giant, silvery, corporate fingers poking up from the downtown. But two blocks away, cobblestone streets twisting up clusters of green hills into the neighborhoods, where the Poles and the Italians and the Irish and the Ukrainians huddle together and still pretty much cling to their own turf.

Color and feeling and no lack of passion. That's Pittsburgh. A throaty sort of a town. In fall and winter, it embraces one cause above all others. The Pittsburgh Steelers.

Not the coldly efficient champions of the most recent Super Bowl; they're not really the Steelers. They're winners. Dee-fense and knocking people on their backs and a Panzer unit of a front four and Franco Harris toe-dancing on linebackers' collarbones. But not the *real* Steelers. Not the Steelers with soul. The Steelers who didn't win a thing for 39 years, so that after a while they took a perverse pride in their indomitability and their fans regarded them with the sort of

Noll and Franco Harris leave the field at Oakland after the Steelers beat the Raiders 24-13 last December for the AFC championship.

Peter Read Miller

52
32

Unlike other coaches, he doesn't have a television show. He is Charles Henry Noll, football hermit. "Publicity makes me uncomfortable," he says.

affection usually reserved for drunken uncles.

The real Steelers sprung from Art Rooney's racetrack winnings and were led through decades of glorious ineptitude by men of color; men the people identified with; some of the freest spirits to ever look at life through Xs and Os. The coach who cut his necktie in half after every loss and then got drunk on the plane home and usually fired a handful of players. The coach who refused to have his contract extended at midseason and then got fired when the year ended. The coach who had to be dispatched because it was 1952 and he still clung tenaciously to the single-wing. The coach who rid himself of Johnny Unitas. The coach who took a little silver hammer with him on the train to away games to break up his Scotch bottles because he didn't want anyone to know he drank. And who also was the coach who got a headache one day and was told to wear a wide-brimmed hat against the sun and who later died from a brain tumor.

These were the men who coached the real Steelers, the ones that live on in memory; the romantic stiffs of a bygone day when maybe there were only five kinds of cereal and one of them even talked to you when you poured milk on it.

Now there are 74 kinds of cereal, and the one that talks doesn't sell as much as it used to because it isn't fruit-flavored or eaten by Euell Gibbons or enriched with so many vitamins that it fairly dances off the spoon; and now football coaches don't smash up Scotch bottles or cut up their ties. Pity.

And now the lusty, lousy old Steelers are no more. Now they are coached by an intelligent, pleasant, orderly man named Chuck Noll. Or, as he is more widely known, old Whatshisname?

Strangely enough, the few virtues of the men who bossed the Old Steelers seem to have gathered together in Noll. And when folks beyond the confluence of the Monongahela and the Allegheny have difficulty in recalling his name, I would bet you that Chuck Noll wants to smile.

Even his name conspires to deny him celebrity. Chuck Noll. Run that around your frontal lobes. You take a name like Chuck Noll, he can win the Super Bowl, and still nobody much knows his name.

"I'm a private person," Noll says. But history always seems to overlook some people, regardless of their accomplishments. Maybe they're duller than Duluth or in the right place at the wrong time or play defensive tackle next to the Joe Greenes of this world.

So the world largely ignores Chuck Noll and gets misty-eyed at the very thought of Vince Lombardi. All of which delights Noll. "The important thing is the team," he says, unbothered when a recent Pittsburgh newspaper headline called him Chuck Knoll, in 42-point type, or when he is confused with the Rams' Chuck Knox.

National Football League coaches, of course, are not supposed to be anonymous. Not the winning ones, anyway. Who among you does not know that George Allen becomes feverish in the presence of ice cream and players over 34 years of age; that Don Shula's a genius; that Tom Landry invented the Doomsday Defense, Dandy Don, and clean living?

Still, Lombardi's teeth are more deeply embedded in the football public's consciousness than is Noll, despite the fact he is presently to his contemporaries what Raquel Welch is to Rudi Gernreich swimwear.

However, Noll, successor to dour Jock Sutherland and stubborn Walt Kiesling and frenetic Johnny Blood and temperamental Bill Austin, goes blithely about his life untroubled by his lack of celebrity.

For instance, he did not want this story written. "Write about a player," said Noll.

"Sorry, coach, but it's got to be you."

"Swell."

Noll's nose wrinkled up the way it does when people ask him why he doesn't have a television show like every other coach who's ever gone 3-5-2 in the Mid-American Conference. "I'm not interested in publicity. It makes me uncomfortable."

So there, in part, you have Charles Henry Noll, football hermit.

"Chuck is reserved, quiet, bright," says Noll's wife, Marianne, who is also reserved, quiet, and bright, in addition to being neat looking in a Barbara Rush sort of way. "He's a very strong man . . . intelligent, with a zest for life and enthusiasm."

Reserved is perhaps an ideal way to describe Noll. But not reserved like Jock Sutherland, best-known and most-skilled of his predecessors. Old Jock was reserved with money. For years he lived in a free room at the Pittsburgh Athletic Association—bathroom down the hall—and left a half-million dollars to a 90-year-old aunt in Scotland. Jock was the Steelers' best hope between their inception and the arrival of Noll in 1969.

But mainly Jock was dour. Noll grins often and warmly, mostly with his eyes, although the corners of his mouth often shoot sharply up his face like a smile button. But his dignity never gets far beyond him and his eyes never suggest abandon. He could fall down the stairs and retain his decorum.

When the Steelers beat San Diego in the final game of 1972 to clinch their first championship of any kind, one Steelers' player said of Noll, "That's the first time I ever saw him loose."

Noll can go the other way; he owns a temper like that of Bill Austin, the Lombardi disciple who was his immediate predecessor. Austin once got mad at the front office at midseason and refused to have his contract extended, which it was hoped would shore up sagging team morale. He never won another game and was fired at the end of the year.

Vividly expressed emotion seems alien to Noll; at least the kind that used to turn former Steelers' coach Buddy Parker's face fuschia and drive him to cut off his necktie after losing games. Or fire players on the team plane with such regularity that the rest rooms were always full on the flights back.

When emotion does surface in Noll, he seems as discomfited as a priest in a saloon. Early in a game in Houston three years ago, Steelers started falling over like toy soldiers. The team was riddled by intestinal flu and injuries to the extent that five players played new positions that day. But through a mean, gritty game, the Steelers held fast and a late field goal brought a victory.

Cleveland Browns

When he carried messages for Paul Brown.

When the first wave of reporters reached Noll, his eyes were misty. He blew his opening remark twice. "I can't tell you how proud I . . . I can't say what I feel about this football te . . ."

Control quickly slid down behind the wetness and the real Chuck Noll was gone in a wink, replaced by the Chuck Noll who has the demeanor of a man whose business is money lending.

"He's a hard man to figure out," says veteran Steelers' center Ray Mansfield, a seasoned, personable sort who makes good money in the off-season figuring people out and then selling them insurance. "You never quite know where you stand with him."

This is not to say Noll is a rigid man in the manner of Walt Kiesling, best remembered as the Steelers' coach who cut Johnny Unitas without flinching and once said of a back he didn't like, Lynn Chadnois, after he returned a kickoff 93 yards for a touchdown: "You ever see such a lucky bum?"

Noll is flexible enough personally to tolerate a collection of players who are, in an inoffensive way, flakier than Wheaties. A team that comfortably houses Frenchy Fuqua, the running back who insists he is a French count who was turned black by fallout from a nuclear test while vacationing on the Riviera and who wears shoes with glass heels in which goldfish swim, and Ernie Holmes, who is called Quick Draw in the locker room because he once almost shot down a helicopter and did wound the policeman piloting it.

"I want the players to be themselves," Noll explains.

He measures everything—players, front office personnel, equipment, whatever—against a common measuring device: The Team. All things are slapped beside that ruler and what hurts the team is gone quicker than Bluebeard's third wife.

Once I had this marvelous idea. I would do a story on the construction of a game plan. Not Xs and Os exactly, but the real meaty stuff. Assistants arguing passionately over whether the real key to victory was 36 dive or 28 toss. Or which poor schlock on the other side was going to be the target. That's the way it's done. You pick out one defender and you ruin his Sunday afternoon, and his confusion and blunders provide the means for your victory.

Anyway, that's what I wanted to do.

"No," said Noll, looking at me roughly the way people do when I wash down tacos with buttermilk.

"Why not?"

"We'd be giving away our thinking."

"No, you don't understand. I don't mean a game plan for *this* season. Just any old one you might have lying around."

"No, it wouldn't be good for the team. We don't want to give away insights into how we think."

That sort of thinking is difficult for Pittsburgh to follow. What Pittsburgh fans would really like is some day for their fullback to holler at the other guys' middle linebacker, "I'm coming right up the middle and run over you, jerk." And then do it.

But Chuck Noll does not swagger the way they do when they come off the night shift at U.S. Steel and shoulder their way into the bars along Second Avenue where when you order a mixed drink, the bartender snickers and somebody immediately wants to fight you.

Noll brings a surgeon's dispassion to his tasks of running the Steelers, and he runs them like Toscanini used to run The Met. With an iron hand.

This is not to say Noll is lacking compassion. But his good deeds, like most of his other activities, remain hidden. It is not well known, but he serves as a surrogate father to his widowed sister's children. And one Steeler says, "Look, I was in the middle of a divorce and things were going sour for me. My life was coming apart and he stuck with me and did everything he could. He's a helluva guy."

Noll is easily bright enough to have fully exploited the Steelers' Super Bowl Win. "*. . . and now here's Chuuccccck!*" and "*C'mon out to Midtown Motors, home of the friendliest deal in town, and meet everybody's favorite coach, Chuck Noll.*" And, "*Chuck Noll wears Foldo shirts.*" And, "*Tonight's speaker will be the greatest coach since Knute Rockne, the guy who brought the Super Bowl to Pittsburgh . . .*"

"I don't like the limelight," Noll insists. Why? Who among us doesn't need the old ego massage? Why shun celebrity as if it were a guard who can't pull?

Probably because it would cut into Noll's private, *very* private, life. Shorten the time he has for his avocations, which once included three years of law school and the study of medicine. He is an inordinately well-rounded man. Tommy Prothro of San Diego gets a lot of mileage from the fact he is a life master bridge player. Chuck Noll's horizons go beyond the bridge table. He once correctly diagnosed a sportscaster's negative reaction to a penicillin shot as having stemmed from drinking milk for lunch. "They treat cows with penicillin," he said. He has also explained to me, in detail, why Lake Erie died. Too many alewives or something, as I recall.

Further, he passed his private pilot's test in near-record time. Can whip up *coq au vin* quicker than your wife can toss a can of tunafish and a box of saltines on the table. Can distinguish *Chateau Lafitte Rothschild '61*—with his nose. Can scuba dive like Jacques Costeau. Has built his own complex stereo system. Has a season ticket to the symphony. Has taken and developed beautiful under-

"Whatever It Takes" is his motto. "It comes from the fact that you never know what's going to happen on Sunday. And no Sundays are alike."

water pictures. Studies biology for *fun*.

And as a player at the University of Dayton was known as The Pope because, as a teammate recalls, "He never made a mistake."

Typically, Noll explains his remarkable energy by saying, "There's nothing worse than doing nothing." Which is a grand old Pittsburgh avocation known locally as "loafing," and which further estranges Noll from the fans, who would never understand a guy who doesn't like to loaf.

Neatness pervades his office deep in the bowels of Pittsburgh's Three Rivers Stadium. Everything is at right angles with every other thing. Pencils march in an orderly line across the top of the desk; film containers are stacked one on another with no overlap. Nothing suggests a hint of the old days, when it was said owner Art Rooney would occasionally leave his tiny office in an old hotel, order coach Joe Bach to a nearby men's room, and then knock him down for some infraction or other.

Still, comfort is not lost in Noll's office. The rug is so thick it seems to demand a cutting and the leather is rich and deep in color. And the man is personable, even warm.

"The only value I can see to being well-known is financial and I'm not interested in merchandising myself," he says. "That's not my thing. I'm a teacher; the important thing is the students."

Where his predecessors often ranted and raved—there is a picture in Art Rooney's office of former coach Joe Bach being forceably restrained from attacking an official whose call had cost the Steelers a game—Noll is invariably described as "low-keyed."

At a banquet last year where he was being honored by a Pittsburgh newspaper for his contributions to the city's sporting life, Noll sat expressionless on the dais for three hours, save for an occasional pained look. "I'm not much on awards," he says.

Ever since the Steelers began winning more, reporters have been fascinated by Noll's ability to retain his poise while the floors were becoming slippery with champagne. It reached the epitome last year in Oakland, where the Steelers beat the Raiders for the AFC championship. The rivalry between the Steelers and Raiders has been a heated one ever since Franco Harris's Immaculate Reception gave Pittsburgh a win in the final five seconds of a 1972 playoff game. To beat the Raiders in Oakland was special.

It should've been a moment of moments for Noll, a thing of untrammeled joy so sweet as to ease the sting from a dozen past defeats. It wasn't. Not for Noll. Everyone who'd traveled west with the Steelers was back-slapping; Noll was almost stoical.

"I get my satisfaction from the doing," he says, squaring himself in the chair now and getting some teeth into his explanation. "When I played, I'd come out of the shower after a game and go get on the team bus and sit there really depressed. Even after we'd won. You worked like hell, and suddenly it was over. I still feel that letdown now. I get stimulated doing the job."

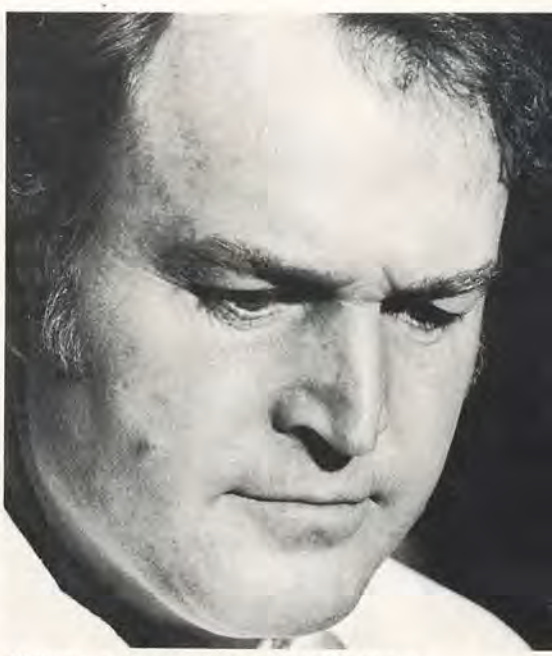
Here again Noll is at odds with Steelers' tradition. This was a team that had won exactly 6 of its previous 38 games before he arrived, a team that consoled itself with a reputation for beating up the opposition.

And so the city took pride, too. The running gag in Pittsburgh was *S.O.S. . . Same Old Steelers*.

That was Chuck Noll's legacy then. Blundering hatchetmen coached by predecessors who lacked his discipline. Like Johnny Blood (McNally). "You couldn't count on John a whole lot," chuckles Art Rooney.

But people could count on Chuck Noll. They did at Benedictine High School in Cleveland, where he was a two-way guard on a team that won the school's first city championship; at Dayton, where he was an offensive tackle, linebacker, defensive back, and co-captain; at Cleveland, where he was the Browns' twenty-first round draft pick in 1953 but survived as one of Paul Brown's messenger guards. "Chuck could call the plays without even asking me," Brown recalls.

Retiring prematurely at 27—"I found out what I wanted to do with my life"—Noll began his coaching career by working for Sid Gillman in Los Angeles in 1960, building a defense that led the Chargers to five AFL division titles in six years.



All things are measured against The Team.

Leaving Gillman, Noll worked for Don Shula at Baltimore for three years. During that time he helped put together the premier defense in the game and the Colts lost only seven league games while he was there.

"He had plenty of recommendations," says Art's oldest son, Dan, who runs the front office. "Gillman . . . Shula . . . a fantastic one from Paul Brown. But our choice wasn't based on recommendations. What impressed me was the man himself."

And Noll is his own man. "I haven't patterned myself after anybody," he says. "I've learned from everybody I've ever been associated with . . . players, coaches, everyone. You start copying someone and you wind up doing a second-rate job because that's what a copy is: a second-rate imitation."

"Chuck didn't come in and say he was going to turn it around that first year," says Dan Rooney. "He told us we had a bad football team. I liked that."

No less important was the attitude of the Rooneys. The Steelers moved into the 1970s painting the innocuous picture of a middle-aged man with his nose

pressed firmly against the candy store window. In 36 seasons, they'd won nothing. But from the day Noll was hired in 1969, it was determined the Pittsburgh Steelers would go, to use Art Rooney's expression, "Uptown."

"We were committed to doing whatever it takes," says Dan Rooney.

Whatever it takes. Chuck Noll's motto. Certainly not a phrase to make anyone forget *Remember the Alamo* or even *We've Just Begun to Fight.*

"It comes from the fact that you never know what's going to happen on Sunday," says Noll. "And no two Sundays are alike. In every game, you run into different problems. A championship team is one that can solve those problems, whatever they are. But you have to live the words, not just say them."

Noll lives them, literally, and it took many things to convert the Steelers from destiny's doormats to winners. It took discipline, attention to detail, some psychology, a new staff, new facilities, a totally rebuilt roster, and, importantly, the draft.

"There's no one factor you can point to and say, 'Without it, we wouldn't have won,'" insists Noll. But, of course, there is one. Noll.

Noll brought the discipline. Joe Greene went out to get a pizza one night at training camp three years ago and blew curfew by five minutes. "That pizza will cost you fifty dollars, Joe," Noll told Greene when he arrived back at camp.

Noll brought the attention to detail. Ever since the days when they wore those funny, square helmets and the ball looked like a pregnant version of today's, pro teams have run "gassers." Short sprints, run over and over until the players can be heard breathing six miles away. Which is all well and good, except that science has proved gassers poor exercise. Noll got hold of a thesis on cardiovascular exercise written by a West Virginia professor who devised a better method of running to build stamina. The Steelers use that method. Noll hired a weight coach, which a lot of teams have, and a flexibility coach, which no other team has. The new exercise program cured Terry Hanratty's chronic sore arm, added 40 pounds of muscle to guard Jim Clack, and made the Steelers the league's toughest fourth-quarter team.

Noll rebuilt the staff, interviewing prospective assistants for hours. He and defensive coordinator Bud Carson had not met until the day Carson appeared for an interview. They went into a room and closed the door. It opened eight hours later and Carson walked out gainfully employed.

After the Steelers had moved into Three Rivers Stadium in Noll's second season, and after he had worked his organizational magic, the draft completed the transition of the New Steelers, the Noll Steelers.

Noll's first-round picks have been especially impressive. When Noll made Joe Greene his first number one pick, a Pittsburgh newspaper screamed, "Joe Who?" in 72-point type. The question has, of course, been satisfactorily answered. The following year, Noll chose Terry Bradshaw, out of little Louisiana Tech, over Purdue's Heisman trophy winner Mike Phipps. And none of Noll's first choices has failed to become a regular inside two seasons.

"You win championships with a veteran core," he says. "You draft quality people and then put in the time and effort and patience it takes to make a quality draft choice into a quality veteran. Eventually that will work for you."

For the most part, Noll regards trades the way most people do the strawberries at the bottom of the box. He sent journeyman quarterback Dick Shiner to the New York Giants in 1970 for Fuqua and linebacker Henry Davis, but he uses trades mostly to acquire draft choices and then waits for the draft to bear fruit.

Only four players remain from the roster Noll inherited from Bill Austin, whose assistants also have gone, and it has been possible each succeeding season to observe the Steelers' increasing confidence that they were taking their destiny in hand.

In 1972, they did precisely that, winning the club's first title before losing to Miami in the AFC championship game. The Steelers, those Little Boys Lost, had climbed from under 40 years of hard times. But when you ask how it was accomplished, Noll is reticent.

"We have an overall process we follow and we try to have the guts to stick to it," he says. "We show people how to get things done. Blocking, for example. We teach techniques on how to block. You know how and who, the function is reduced to a habit and then on Sunday you can concentrate on how hard you are doing it. Then you don't worry about a guy's press clippings or his reputation or his size. You're able to concentrate on what *you're* doing."

That is as far as Noll will go on his *modus operandi.* In fact, Noll's public utterances are always marked with caution. Once he told a Cleveland writer the Steelers try to "out-physical opponents." A day later that phrase leaped from a Cleveland newspaper headline. "I opened my mouth again," Noll told a friend.

But certain aspects of the Noll style are observable. He never criticizes his players publicly, but he can flay the hide off them privately. He seeks respect and worries little about affection. He treats his players with utter impartiality.

For the most part, the Steelers do live in harmony. There are no serious cliques, no racial tension. Noll holds the show together and the cornerstone is fairness. "He gets right down on the ground with everybody, does all the exercises, gets as wet and dirty as anyone," says ex-Steeler Tom Keating, who has not been known to gush over coaches. "He never wears anything heavier than the players when it's cold. If you're supposed to be in by eleven, he will be."

He has brought success to a place that had become comfortable with defeat as long as it had its eccentricities. True, the fans of Pittsburgh do not readily identify with Noll. Many of them are unable to pronounce *coq au vin,* let alone cook it. And a football coach who cooks, not to mention going to the symphony . . . well, that's difficult for a guy who works in a steel mill to accept.

But accept it, they have. As a fan said at the airport the day the Steelers returned triumphant from New Orleans:

"Hell of a coach, that Knox." !

Phil Musick is a sportswriter for the Pittsburgh Press.

Ross Lewis

Where the Action Is

All the color, the excitement, and the fun of the National Football League. That's what you get in Bibb's new "All Pro" lineup of bed and bath furnishings.

All of the 26 NFL teams are represented in live action on permanent press Fortrel® blended sheets and pillow cases. And there's an easy care 100% virgin acrylic blanket for extra comfort and warmth.

Also available in the "All Pro" action line is a coordinating oxford bedspread, and beautiful coordinated towels complete the set.

Bibb is the only manufacturer of NFL Officially Licensed bed and bath fashions. Bibb NFL home furnishings are available at all fine stores.

Sheets ■ Blankets ■ Bedspreads ■ Towels CELANESE® FORTREL®

BB SPORTS — NFL Official Licensed Product

Exclusive Representatives of All Major Sports
Bibb Company
111 West 40th Street,
New York, New York 10018

Computerized Scoreboard Now Over South Stands

Denver's Mile High Stadium has an eyestopping new improvement this Fall, a spectacular new video scoreboard with giant television screen realism that can be seen in broad daylight. Stewart - Warner, who built the world's first instant replay video scoreboard in Kansas City, has come up with the latest in the state of the art of computerized scoreboards.

Giant full screen television style images are shown in a realistic 16 shades of gray on a 25 by 65 foot computer driven solid matrix of 13,500 lamps. Network television can be displayed on the board with the same realism that a home viewer sees on his TV set.

The scoreboard computer not only provides a full set of scoring and game information, but has thousands of characters of statistical data about each and every player. Bronco fans will appreciate the chance to see each player's picture on the video scoreboard, along with up to the minute "stats."

The new scoreboard is a real heavyweight, 130 tons of steel that towers 125 feet above the ground. It is 90 feet wide by 55 feet high and uses over 58 miles of wire to interconnect the lamps to the scoreboard controls.

On top of the scoreboard is Mile High Stadium's new symbol, a giant wild Bronco, sculptured in a rearing position. The Bronco is 21 feet high and is made of fiberglass and steel weighing over 1,500 pounds.

The scoreboard will be located over the South Stands. To aid those vigorous South Stands fans, new auxiliary scoreboards will be placed around Mile High Stadium.

The scoreboard control room has a full set of video equipment in addition to the computer. Video recordings can be made on the spot of photographs, slides, or drawings and shown on the scoreboard. Video tape recorders can tape game highlights right off the air to be shown later during the game. They are also used to playback video "spot" advertising at intervals during the game.

Live action scenes on the field are picked up by a television camera with a zoom lens outside the control room and relayed to the scoreboard computer. Marching band closeups can be shown on the scoreboard while the band is performing below.

This all adds up to one more reason that being at Mile High Stadium for Bronco games will be more exciting than ever before.

Spectacular Video Scoreboard

Get-Away-From -It-All-Weekend.

- just for the two of you 3 days, 2 nights (Fri-Sat)
- Luxurious Accommodations
- Continental Breakfast
- Champagne
- Surprise Gift
- Complimentary Cocktails
- Dinner for two

Tennis, Handball, Squash, Olympic Indoor Pool Pavilion
Free Indoor Parking
Reduced Rate Tickets to Theatre and Sporting Events
all for only **$52.50** plus tax

THE RESORT HOTEL DOWNTOWN

ETI
EXECUTIVE TOWER INN

Phone 303/571-0300

1405 CURTIS STREET
DOWNTOWN DENVER, CO
80202

CALL TOLL FREE
for RESERVATIONS
1-800-421-0652 or 1-800-323-1776

Both Sill Ter-Har Ford and the Denver Broncos are 15 years old this year!

So we have a great idea! Celebrate *both* birthdays by saving on a new Ford Bronco Four-Wheel Drive, the go-anywhere vehicle. You'll get the best deal ever, now, during Sill-TerHar Ford's 15th Anniversary Celebration.

Or, if you prefer, choose from a wide selection of other exciting Fords, including LTDs, Torinos, Granadas, Pintos, Mustangs and Mavericks. All styles and colors, with every driving feature and advantage imaginable.

And don't overlook the importance of Sill-TerHar Ford's 48-month financing. Lower monthly payments, plus the highest trade-in ever on your present car.

Plan to visit Sill-TerHar Ford during their 15th Anniversary Celebration, today!

F O R D

"The Extra-Effort Dealer"

HUGO SILL JACK TERHAR

SILL-TERHAR FORD

HIGHWAY 287 BROOMFIELD, COLORADO

TELEPHONE 469-1801

15 YEARS AGO

Bud McFadin . . . out of retirement

1960

January 1 — Frank Filchock named first head coach of the Broncos.

January 30 — Denver placed in AFL's western division with Dallas, Oakland and Los Angeles.

Spring — Frank Tripucka and Chuck Gavin, with Canadian experience, and NFL veteran, Bud McFadin, coming out of retirement, join squad. Also joining squad is unknown Gene Mingo, without college experience, who later proves to be one of the game's great placekickers.

June 9 — AFL signs five-year television contract with the American Broadcasting Company.

July — First Bronco training camp opens at Colorado School of Mines.

July 29 — First intrá-squad game played at Colorado School of Mines.

September 9 — After losing all five pre-season games, the Broncos become the first AFL victor when they defeat the Patriots in Boston in history's first AFL game, 13-10. Attendance — 21,597.

September 23 — Lionel Taylor, a cut of the Chicago Bears, plays first game for Broncos in New York. He is destined to become one of the league's greatest pass receivers.

October 2 — Broncos play first home game in Bears Stadium, defeat Oakland, 31-24, before crowd of 18,372.

November 27 — Broncos, down 38-7 late in the third quarter, stage historic 31-point rally to tie Buffalo, 38-38.

December — Offensive End Lionel Taylor, Defensive Tackle Bud McFadin and Safety Goose Gonsoulin all named to first official all-AFL team.

BRONCOS ACTION

BY BARRY STAVER AND BOB SCOTT

Jack Dolbin showed excellent moves . . .

while Bill Van Heusen races away from defender.

Broncos' defense gets togetherness feeling, while Paul Smith goes 'helmet-less.'

DENVER BRONCOS

71 CLAUDIE MINOR
Tackle

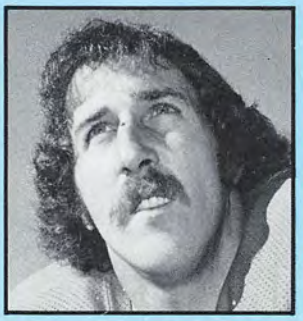
58 PHIL OLSEN
Center

78 MARV MONTGOMERY
Tackle

88 RILEY ODOMS
Tight End

77 LYLE ALZADO
Defensive End

74 MIKE CURRENT
Tackle



22 FRAN LYNCH
Running Back

Emerson St. East
invites you
to dine with
the sports Immortals!

- Excellent luncheons
- Generous Pourings
- Fine dinners of Prime Rib, Steaks, Seafood
- Entertainment and Dancing

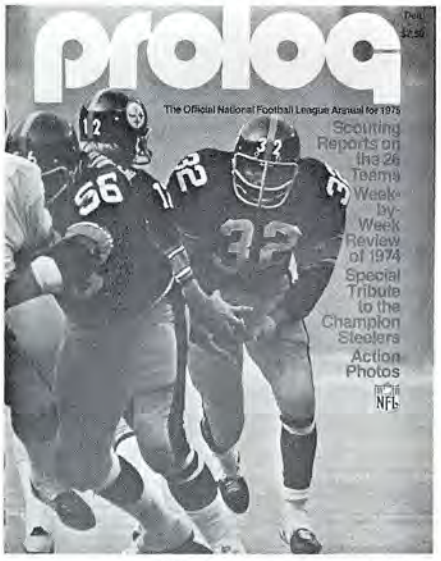
Reservations Accepted
832-1349

Attendant Parking

EMERSON ST. EAST
EMERSON ST. AT EAST COLFAX
Seven Blocks East of Capitol

TIME OUT

PROLOG, THE NFL ANNUAL


prolog
The Official National Football League Annual for 1975
Scouting Reports on the 26 Teams
Week-by-Week Review of 1974
Special Tribute to the Champion Steelers
Action Photos
NFL

Prolog, the Official National Football League Annual for 1975, provides a comprehensive review of last season and a preview of the current NFL season.

It features scouting reports of the 26 NFL teams. Each team is studied and evaluated for its strengths and weaknesses. The reports include complete lists of draft choices, probable lineups, and statistical tables and charts. Accompanying each report are stories about one of the teams' outstanding personalities.

The highlight of *Prolog* is a comprehensive review of 1974 with dramatic action photographs and written summaries giving a week-by-week reflection of an exciting season.

Prolog also recalls the thrills of last season's divisional playoff and championship games concluding with a detailed analysis of the Pittsburgh Steelers' 16-6 victory over the Minnesota Vikings in Super Bowl IX.

A bonus in this year's publication is a special eight-page section devoted to the Steelers, with a chart that shows how the team was put together.

The book concludes with ''Hashmarks,'' which contains anecdotes, inside stories, and special information for a behind-the-scenes look at the people of the NFL. This section also includes a discussion of the rules changes for 1975, a list of the best individual performers in 1974, the statistical leaders, and a compilation of the records that were set last season. And *Prolog* also contains the 1975 NFL regular season schedule.

In its fifth year of publication, *Prolog* is a must for the NFL fan.

Prolog '75, 160 pages, is on sale for $2.50 at newsstands everywhere. !

On Top of Everything in Denver.

Reaching and entertaining the biggest share of fun loving adults in the West.

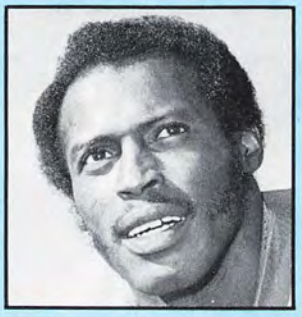
Personalities who make the most of every minute of Mile-High living. In wacky, wise and wonderful Denver. Inside out and hitside up on KHOW Radio Denver.

KHOW

radio in Denver

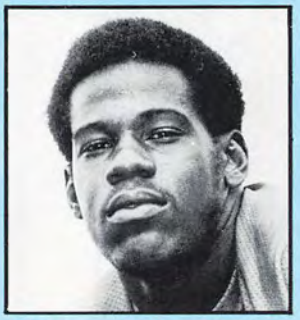
630 am 95.7 fm stereo

DENVER BRONCOS



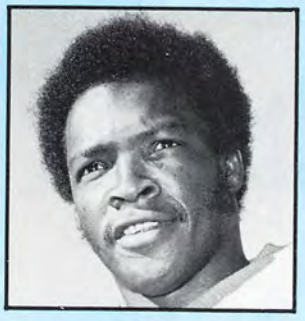
44 FLOYD LITTLE
Running Back

70 PAUL SMITH
Defensive Tackle



87 BOYD BROWN
Tight End

10 STEVE RAMSEY
Quarterback



36 BILL THOMPSON
Defensive Back

52 RANDY GRADISHAR
Linebacker

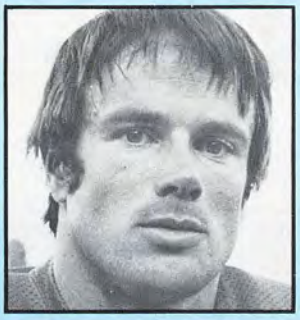
It would have cost you less to get here today in a Central Datsun
(and parking would have been a snap)

780 South Havana

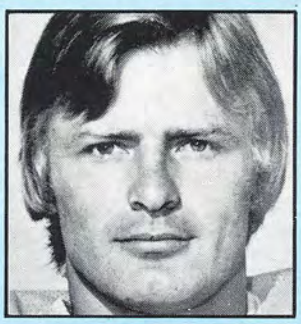
DENVER BRONCOS

63 JOHN GRANT
Defensive Tackle

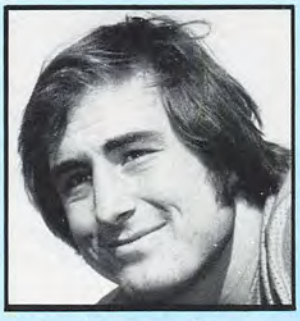
15 JIM TURNER
Kicker



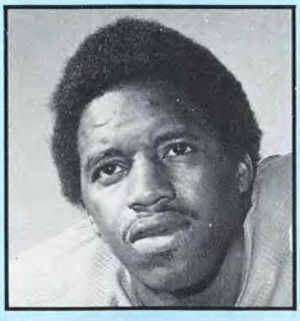
82 JACK DOLBIN
Wide Receiver



45 JEFF SEVERSON
Safety



32 JON KEYWORTH
Running Back



46 JOHN ROWSER
Defensive Back

50 BOBBY MAPLES
Center

Golf, Tennis, Swim

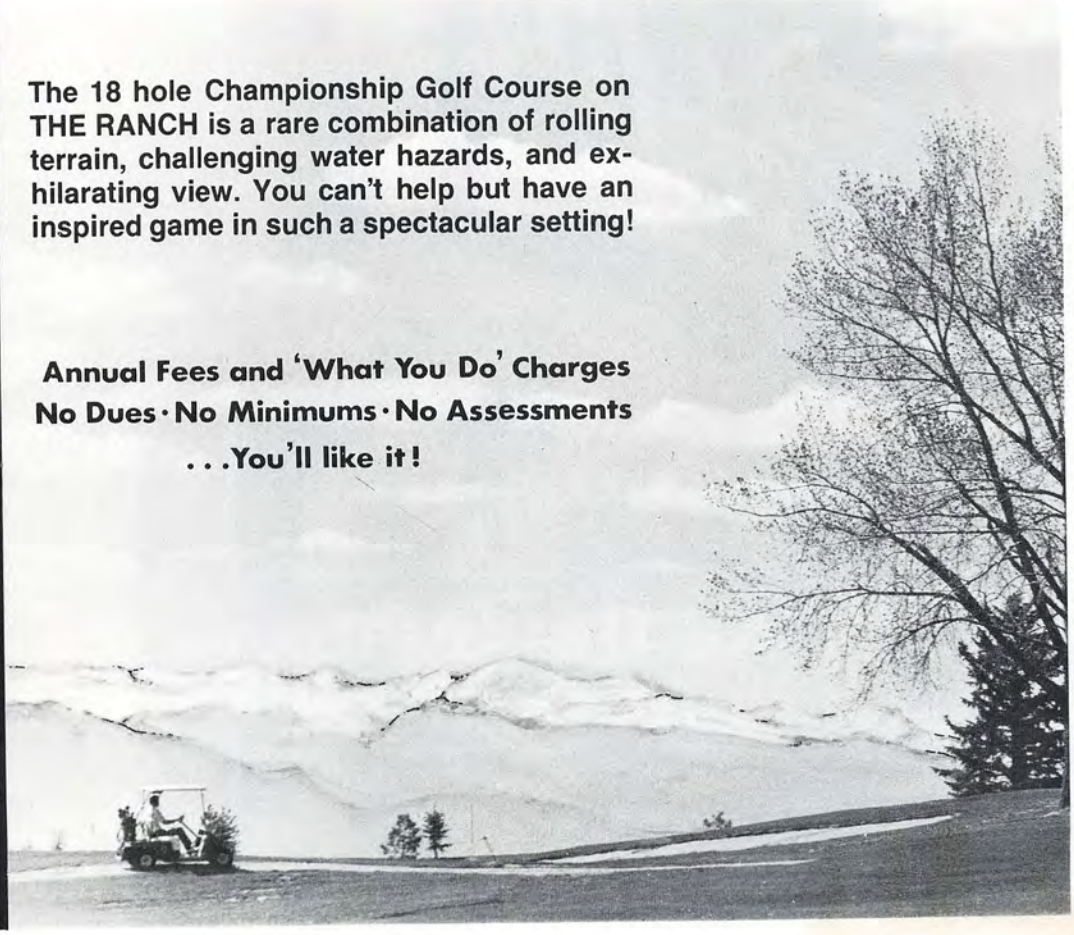
THE RANCH

...it's a natural!

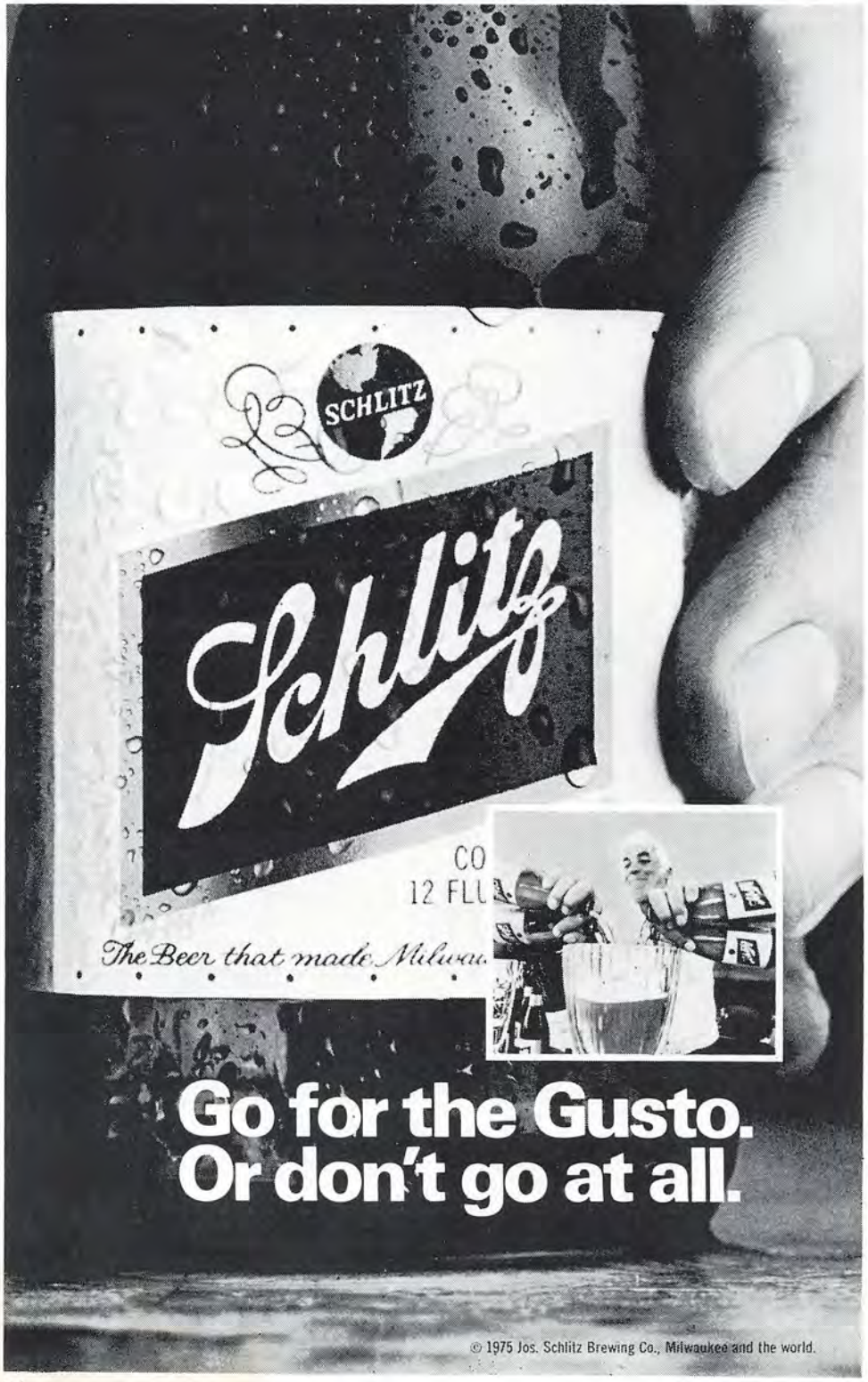
MEMBERSHIPS AVAILABLE
Ring us up:
469-3377
120 Ih Ave. & Tejon

The 18 hole Championship Golf Course on THE RANCH is a rare combination of rolling terrain, challenging water hazards, and exhilarating view. You can't help but have an inspired game in such a spectacular setting!

Annual Fees and 'What You Do' Charges
No Dues · No Minimums · No Assessments
...You'll like it!



GO BRONCOS, GO!


SCHLITZ
Schlitz
The Beer that made Milwau
Go for the Gusto.
Or don't go at all.
© 1975 Jos. Schlitz Brewing Co., Milwaukee and the world.

ETC. DEPT.

ODDS AND ENDS AROUND THE NFL

NFL teams are often called upon to avert crises. Here is an example:

"Dear Chargers,

"I sure could use stuff like pictures, yearbooks, and lots of stickers and decals to cover a 14′ by 14′ room or hut. Could we have this stuff as soon as possible because members of the club have threatened to quit and we don't want this to happen." Gregg Small
Dallas, Texas"

Wholesale thinning of the ranks of this important body of fandom presumably was avoided when the Chargers acted quickly . . .

Several former and current players, including Dick Butkus, and referee Jim Tunney, will appear in a Walt Disney film, "Gus", which stars Edward Asner, Don Knotts, and Tim Conway, and which is about a mule who kicks field goals . . .

Fred Biletnikoff of Oakland, Otis Taylor of Kansas City, and Gary Garrison of San Diego all are wide receivers in the same division of the AFC West. Biletnikoff and Taylor came to pro football in 1965, Garrison in 1966.

Biletnikoff ranks fourteenth in all-time receptions with 450, Taylor nineteenth with 410, Garrison thirtieth with 375.

Biletnikoff has scored 60 touchdowns in 10 seasons, Taylor 57 in 10, and Garrison 55 in 9 . . .

President Gerald Ford turned down an offer of $200 a game from the Green Bay Packers to enter law school instead, in 1934 . . .

Based upon the winning percentages made last season by their opponents, these teams face the toughest schedules in 1975: Cleveland, whose 1975 opponents had a .549 winning percentage in 1974; Chicago, .549; San Diego, .544; New York Jets, .5435; and Houston, .541. . .

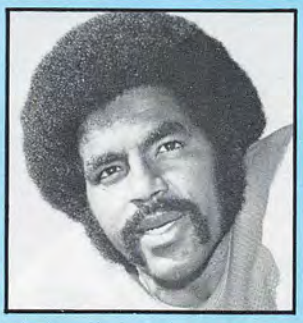
Super Bowl X January 18 in Miami has been designated an official Bicentennial event. The combatants will wear the official Bicentennial patch . . .

The NFL is sponsoring an essay contest on the subject of "The NFL's Role in American History." It is open to girls and boys 14 to 18 years of age and the first prize is a $10,000 college scholarship and a trip to Super Bowl X.

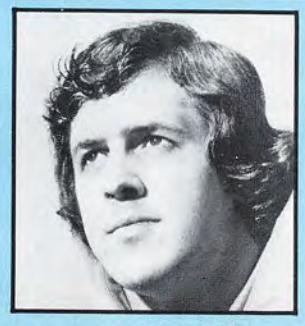
Entries should be 500-750 words in length. Mail them to NFL-Bicentennial Scholarship, P.O. Box 867, Winona, Minnesota 55987. The deadline is November 15, 1975.

DENVER BRONCOS

12 CHARLEY JOHNSON
Quarterback

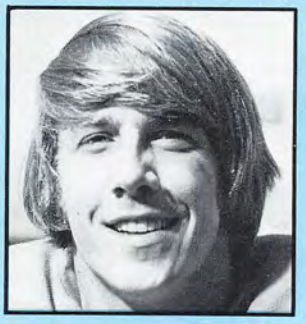


56 RAY MAY
Linebacker



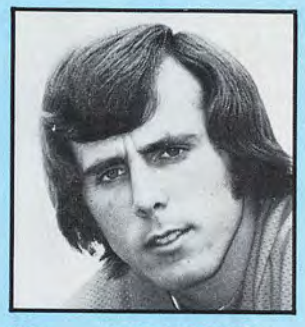
61 TOM LYONS
Guard

48 JOHN PITTS
Safety

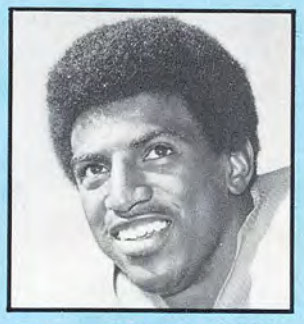


42 BILL VAN HEUSEN
Wide Receiver

25 HAVEN MOSES
Wide Receiver

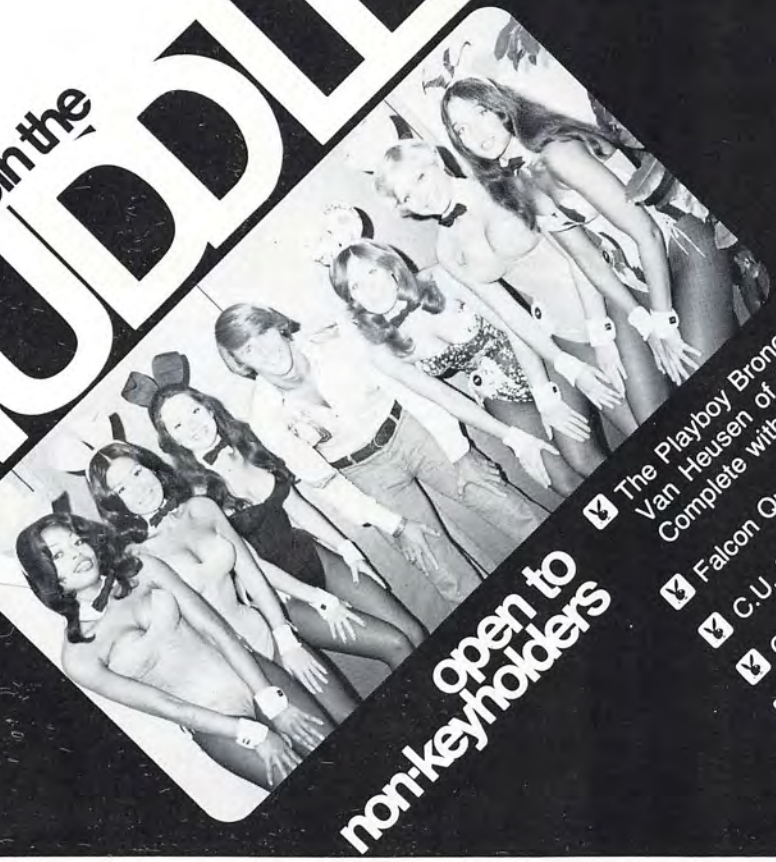


16 JOHN HUFNAGEL
Quarterback



24 OTIS ARMSTRONG
Running Back

join the HUDDLE



open to non-keyholders

- The Playboy Bronco Playback, every Monday* with host Billy Van Heusen of the Broncos and a guest sports announcer. Complete with lunch, tax and gratuities for only $4.00.
- Falcon Quarterback Club meets with coach Ben Martin, Tuesdays.
- C.U. football highlights, Wednesdays in the Living Room.
- C.S.U. Ram Club meets with coach Sark, Thursdays.
- Sports highlight films shown in the Living Room, Fridays.

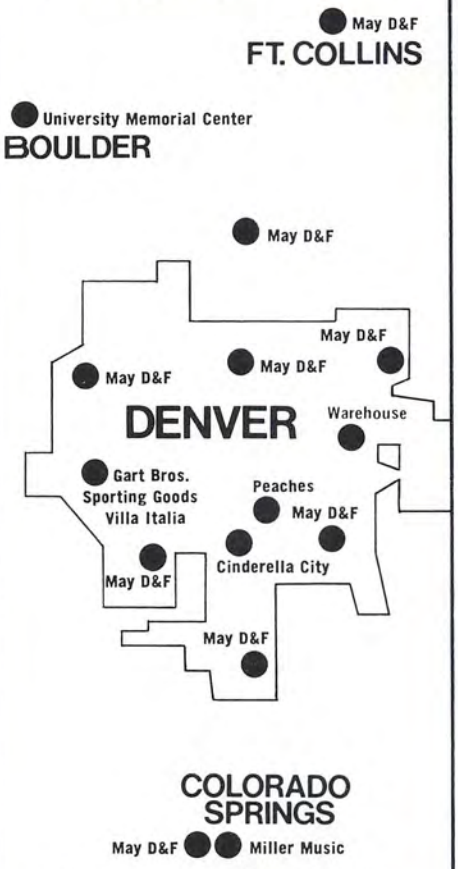
Bring this ad for a Free Bronco Blitz

*Except for Monday night games

denver playboy club

1790 Grant St.
Radisson Denver Hotel
292-1300

Hey Denver, Colorado Springs, Boulder, and Ft. Collins. We've got you covered!



Yes, now there's a Select-A-Seat location in almost every neighborhood in metropolitan Denver. Plus, Colorado Springs, Boulder, and Ft. Collins, And that covers a lot of territory. You might say we're practically at your doorstep . . . offering the ease and convenience of instant ticket purchasing and complete seating selection for all major sporting and entertainment events. All designed to save you a lot of time and trouble.

So next time you're thinking about tickets to that special event, don't stray too far. Remember Select-A-Seat.

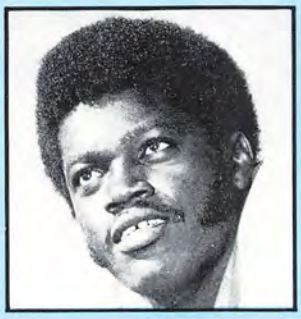
Just the ticket to all your entertainment needs:

• All Professional and College Sports including football, baseball, basketball, soccer, hockey, tennis, and golf • Family shows, Circus, Ice Shows • Rock Concerts • Symphonies and Fine Arts Productions • Dinner Theatres • Ski Packages • Racing Events for auto, boat, motorcycle, and skiing

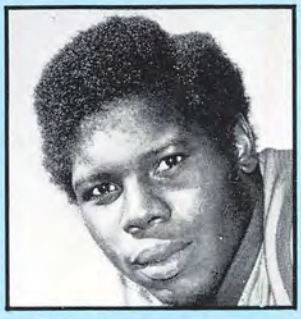
SELECT-A-SEAT
CORPORATION OF COLORADO

3915 E. Exposition/Denver, Colorado 80209
Phone: (303) 778-0700

DENVER BRONCOS



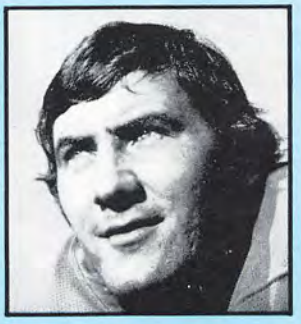
75 ED SMITH
Defensive End



57 TOM JACKSON
Linebacker

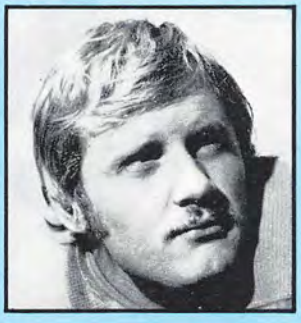
26 CALVIN JONES
Cornerback

20 LOUIS WRIGHT
Cornerback



60 PAUL HOWARD
Guard

79 BARNEY CHAVOUS
Defensive End



66 JIM O'MALLEY
Linebacker

59 JOE RIZZO
Linebacker

30 OLIVER ROSS
Running Back

RULES QUIZ

TEST YOUR KNOWLEDGE

Find out how much you know about the NFL rules. Test your knowledge of them in this simple quiz.

1. "Chucking" means:
   a) Action by a blocker to ward off the opponent's attempt to grasp his jersey or arms and prevent legal contact to the head;
   b) Warding off an opponent who is in front of a defender by contacting him with a quick extension of arm or arms followed by the return of arm or arms to a flexed position; or
   c) Talking football with Chuck Fairbanks, Chuck Knox, or Chuck Noll.

2. No player may be offside at any time, true or false.

3. The offense has second-and-10 on its 40-yard line. A forward pass is thrown, and it is batted by one of the defensive rushmen. The ball goes back to the quarterback in the air behind his line. He passes to his wide receiver on the other team's 40-yard line, and the receiver runs for a touchdown. What is the ruling?
   a) No score. The offense can make only one forward pass during each play from scrimmage. Third down for the offense at its 40;
   b) Ball is dead at the B 40-yard line where the receiver caught the ball; or
   c. Defense's ball at the original line of scrimmage.

Answers

1. b)
2. False. The snapper may be beyond his line provided he is not beyond the defensive line. The holder of a placekick *or a free kick* may be beyond the line. And the kicker for a free kick may be beyond the line, but his kicking foot may not be.
3. a)

look a little closer.....

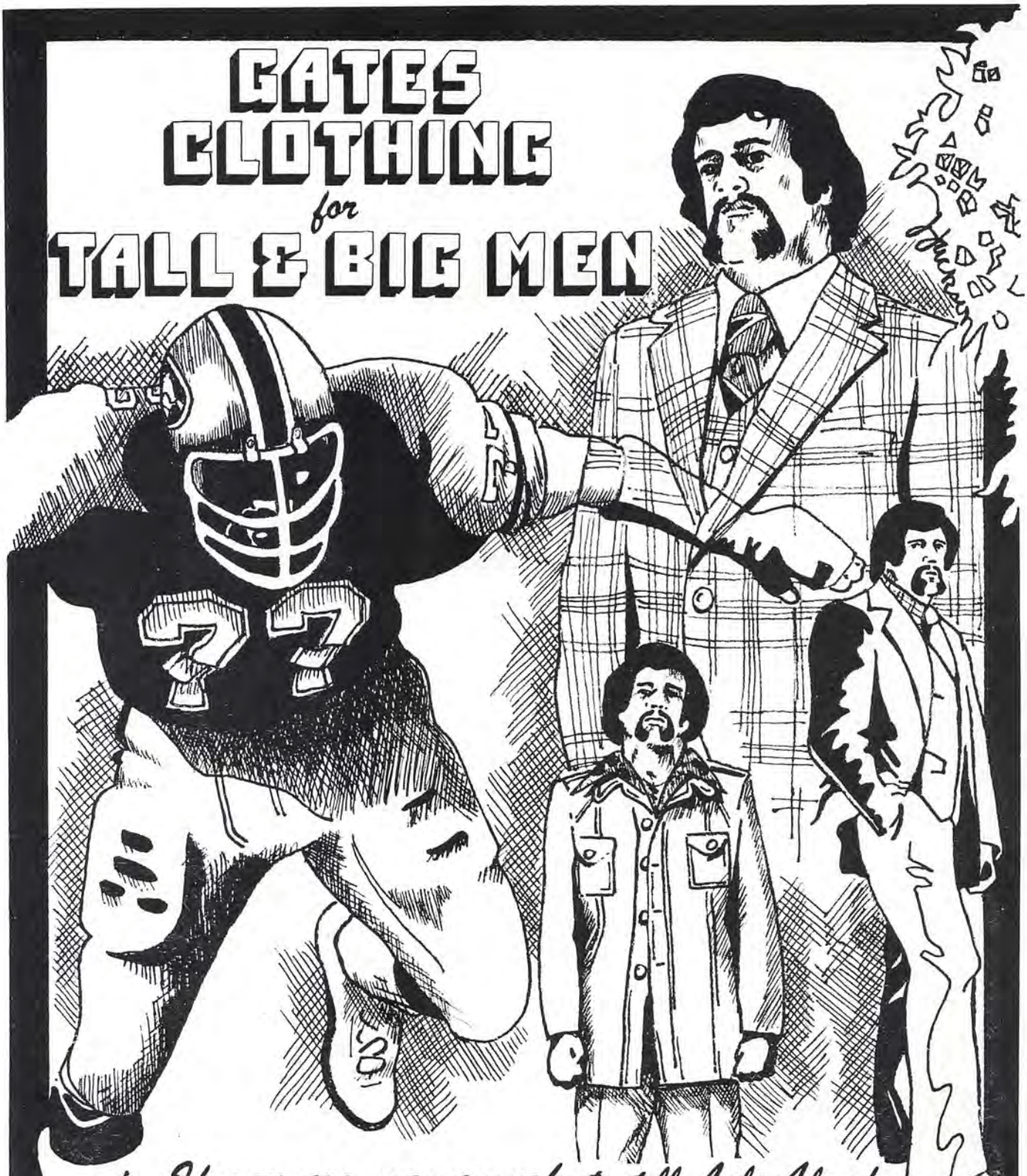
Admiral

FOR QUALITY

- Television
- Console Stereos
- Components
- Radios
- Refrigerators
- Freezers
- Home Laundry
- Dishwashers
- Microwave Ovens
- Electric Ranges
- Room Air Conditioners

SEE YOUR ADMIRAL DEALER TODAY

GATES CLOTHING
for
TALL & BIG MEN



If you are man enough, to tell Lyle Alzado he looks "ba-ad", then shop at Gate's Clothing because we've been telling him that for years!

5709 E. COLFAX 333-2479

7081 W. ALAMEDA 238-4475

BRONCO STATISTICS-1975

TEAM STATISTICS

	Broncos	Opponents
TOTAL FIRST DOWNS	99	116
Rushing	37	51
Passing	56	58
Penalty	6	7
Third Down Efficiency	83/32	95/38
TOTAL NET YARDS	1737	1940
Avg. Per Game	289.5	323.3
Total Plays	362	413
Avg. Per Play	4.8	4.7
NET YARDS RUSHING	691	827
Avg. Per Game	115.2	137.8
Total Rushes	204	218
Avg. Per Rush	3.4	3.8
NET YARDS PASSING	1046	1113
Avg. Per Game	174.3	185.5
Tackled/Yards Lost	13/110	14/122
Gross Yards	1156	1235
Attempts/Completions	145/78	181/108
Pct. of Completions	53.8	59.7
Had Intercepted	10	7
PUNTS/AVERAGE	28/40.9	29/39.9
PUNT RETURNS/AVERAGE	14/8.3	18/9.3
KICKOFF RETURNS/AVERAGE	22/22.9	23/25.0
MISC. RETURN/AVERAGE	0/0.0	2/–4.0
INTERCEPTIONS/AVG. RETURN	7/26.7	10/10.9
PENALTIES/YARDS	39/276	40/310
FUMBLES/BALL LOST	12/8	14/5
TOUCHDOWNS	14	17
Rushing	7	7
Passing	6	9
Returns	1	1
EXTRA POINTS	13/14	15/17
FIELD GOALS/ATTEMPTS	5/8	4/6
TOTAL POINTS	112	129
Avg. Per Game	18.6	21.5

SCORE BY QUARTERS

	1	2	3	4	XP	Total
BRONCOS	24	36	21	31	0	112
Opponents	27	33	28	38	3	129

RUSHING

	Att.	Yds.	Avg.	LG	TD
Armstrong	62	273	4.4	41	3
Ross	37	113	3.1	11	0
Keyworth	24	95	3.0	15	1
Lynch	19	67	3.5	8	1
Anderson	18	48	2.7	21	0
Little	13	41	3.2	7	1
Penick	15	33	2.2	8	0
Franckowiak	10	27	2.7	12	0
Ramsey	2	9	4.5	6	1
Hufnagel	2	–10	–5.0	8	0
Johnson	2	–5	–2.5	–3	0
BRONCOS TOTAL	204	691	3.4	41	7
Opp. Total	218	827	3.8	42	7

FIELD GOALS

	1-19	20-29	30-39	40-49	50+
Turner	0-0	0-0	4-4	1-2	0-2
Opp. Total	0-0	2-2	1-3	1-1	0-0

INTERCEPTIONS

	No.	Yds.	Avg.	LG	TD
Pierson	2	72	36.0	37	0
Jones	2	56	28.0	56	1
Rebsch	1	30	30.0	30	0
May	1	26	26.0	26	0
Rudnick	1	3	3.0	3	0
BRONCOS TOTAL	7	187	26.7	56	1
Opp. Total	10	109	10.9	23	1

RECEIVING

	No.	Yds.	Avg.	LG	TD
Brown	13	166	12.7	25	1
Van Heusen	9	181	20.1	39	2
Dolbin	8	204	25.5	93T	2
Moses	8	115	14.4	23	0
Odoms	7	109	15.6	24	0
Ross	7	65	9.3	31	0
Armstrong	5	34	6.8	12	0
Keyworth	5	33	6.6	14	0
Anderson	4	42	10.5	17	0
Upchurch	3	73	24.3	44T	1
Franckowiak	3	32	10.6	17	0
Lynch	2	58	29.0	52	0
Frazier	2	28	14.0	23	0
Penick	2	16	8.0	9	0
BRONCOS TOTAL	78	1156	14.8	93T	6
Opp. Total	108	1235	11.4	50	9

PUNTING

	No.	Yds.	Avg.	LG	TD
Van Heusen	26	1068	41.1	61	0
Terry	2	78	39.0	45	0
BRONCOS TOTAL	28	1146	40.9	61	0
Opp. Total	29	1157	39.9	55	0

PUNT RETURNS

	No.	FC	Yds.	Avg.	LG	TD
Upchurch	9	2	56	6.2	16	0
Haggerty	5	2	60	12.0	32	0
BRONCOS TOTAL	14	4	116	8.3	32	0
Opp. Total	18	0	168	9.3	43	0

KICKOFF RETURNS

	No.	Yds.	Avg.	LG	TD
Upchurch	12	313	26.1	38	0
Dolbin	9	184	20.4	23	0
Brown	1	6	6.0	6	0
BRONCOS TOTAL	22	503	22.9	38	0
Opp. Total	23	576	25.0	38	0

SCORING

	TDR	TDP	TDRt	FG	PAT	TP
Turner				5	13	28
Armstrong	3					18
Dolbin		2				12
Van Heusen		2				12
Upchurch		1				6
Little	1					6
Brown		1				6
Ramsey	1					6
Lynch	1					6
Jones			1			6
Keyworth	1					6
BRONCOS TOTAL	7	6	1	5	13	112
Opp. Total	7	9	1	3	15	129

Turner *(30, 47,* 59); (-); *(35, 36);* (55); *(33);* (45)

PASSING

	Att.	Cmp.	Yds.	Pct.	Avg./ Att.	TD	Pct. TD	Int.	Pct. Int.	LG	Lost/ Att.	Rating
Hufnagel	54	28	525	51.9	9.72	2	3.7	3	5.6	93T	4/39	74.8
Ramsey	54	28	319	51.9	5.90	3	5.6	3	5.6	31	2/25	65.3
Johnson	37	22	312	59.5	8.43	1	2.7	4	10.8	39	7/46	56.5
BRONCOS	145	78	1156	53.8	7.97	6	4.1	10	6.9	93T	13/110	
Opp. Total	181	108	1235	59.7	6.82	9	5.0	7	3.9	50	14/122	

OFFICIAL SIGNALS

Offside, Encroaching or Free Kick Violation

Crawling, Pushing or Helping Runner

Illegal Motion at Snap

Unsportsmanlike Conduct

Loss of Down

Delay of Game or Excess Time-Out

Touchdown, Field Goal or Successful Try

Safety

Illegal Forward Pass

The Denver Broncos Mascot program is again sponsored by May-D&F this season. Any youngster interested in becoming the mascot may register at any May-D&F department store. This week's winner is Scott Hagen, 5798 E. Powers St., Englewood. Kenny is eleven years old and attends Greenwood

MAY·D&F

Interference With Fair Catch or Forward Pass

First Down

Dead Ball or Neutral Zone Established

Time-Out

Illegal Procedure

Penalty Refused, Incomplete Pass, Play Over, or Missed Goal

Ineligible Receiver Downfield

Illegal Use of Hands

Holding

Personal Foul

For the whole family! The nylon and cotton jersey in official Bronco colors, 3/4 length sleeves. S, M, L, XL. **9.00.** The action tee shirt with short sleeves. S, M, L. **4.00.** For practice, the T in official team color. S, M, L, XL. **7.00.**
NFL Team Shop: all May-D&F metropolitan stores

THE ONLY OFFICIAL BRONCO BOOSTER SHOP

MAY·D&F

BOB
BUNDY
A.M.C. -- JEEP

3 Convenient
Locations to
Serve You.

SOUTH
5600 S. Broadway
Littleton — 794-4205

WEST
5700 W. Colfax
Lakewood — 233-6593

DOWNTOWN
319 S. Broadway
Denver — 777-5337

Headquarters for
"PACER"

BRONCOS ROSTER 1975

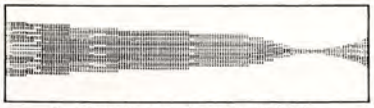
No.	Name	Pos.	Height	Weight	Age	PRO Exp.	College
77	Alzado, Lyle	DE/DT	6-3	265	26	5	Yankton, S.D.
24	Armstrong, Otis	RB	5-10	196	24	3	Purdue
87	Brown, Boyd	TE	6-4	216	23	2	Alcorn A&M
68	Carter, Rubin	DT	6-0	256	22	R	Miami
79	Chavous, Barney	DE	6-3	252	24	3	S. Carolina St.
74	Current, Mike	T	6-4	258	30	9	Ohio St.
82	Dolbin, Jack	WR	5-10	180	26	1	Wake Forest
31	Franckowiak, Mike	RB	6-3	220	22	R	Central Mich.
52	Gradishar, Randy	LB	6-3	235	23	2	Ohio St.
63	Grant, John	DE/DT	6-3	235	25	3	So. California
84	Haggerty, Steve	WR	5-10	175	22	R	Nev.-Las Vegas
60	Howard, Paul	G	6-3	260	25	3	BYU
16	Hufnagel, John	QB	6-1	194	24	2	Penn St.
57	Jackson, Tom	LB	5-11	220	24	3	Louisville
12	Johnson, Charley	QB	6-1	190	36	15	New Mex. St.
26	Jones, Calvin	CB	5-7	170	24	3	Washington
32	Keyworth, Jon	RB	6-3	230	24	2	Colorado
44	Little, Floyd	RB	5-10	195	33	9	Syracuse
22	Lynch, Fran	RB	6-1	205	29	9	Hofstra
61	Lyons, Tom	G	6-2	230	27	5	Georgia
54	Mahalic, Drew	LB	6-4	225	22	R	Notre Dame
50	Maples, Bob	C	6-3	250	32	11	Baylor
56	May, Ray	LB	6-1	230	30	9	So. California
71	Minor, Claudie	T	6-4	285	24	2	San Diego St.
78	Montgomery, Marv	T/G	6-6	255	27	5	So. California
25	Moses, Haven	WR	6-2	208	29	7	San Diego St.
66	O'Malley, Jim	LB	6-1	230	24	3	Notre Dame
88	Odoms, Riley	TE	6-4	230	25	4	Houston
58	Olsen, Phil	C	6-4	260	27	5	Utah State
48	Pitts, John	S	6-4	218	30	9	Arizona State
10	Ramsey, Steve	QB	6-2	210	27	6	N. Texas St.
59	Rizzo, Joe	LB	6-1	220	23	2	Mer. Marine Acad.
73	Rogers, Stan	T	6-4	256	23	R	Maryland
23	Rudnick, Tim	DB	5-10	185	23	2	Notre Dame
30	Ross, Oliver	RB	6-0	210	26	3	Alabama A&M
46	Rowser, John	DB	6-1	190	31	9	Michigan
67	Schaukowitch, Carl	G	6-2	237	24	1	Penn St.
75	Smith, Ed	DE	6-5	240	25	3	Colorado College
70	Smith, Paul	DT	6-3	256	30	7	New Mexico
17	Severson, Jeff	S	6-0	185	26	4	Long Beach St.
51	Swenson, Bob	LB	6-3	220	22	R	California
36	Thompson, Bill	S	6-1	200	29	7	Maryland St.
15	Turner, Jim	K	6-2	205	34	12	Utah State
80	Upchurch, Rick	WR	5-10	170	23	R	Minnesota
42	Van Heusen, Bill	WR/P	6-1	200	28	8	Maryland
20	Wright, Louis	CB	6-2	195	22	R	San Jose St.

R — A first year player who has not previously been in a NFL training camp.

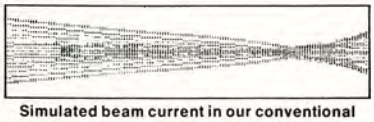
Make sure your next color TV has more than one prefocus lens.

The Quintrix™ picture tube with the extra prefocus lens gives you our sharpest picture ever. And no other picture tube has it.

Every picture tube has one prefocus lens. But the Panasonic Quintrix tube has *two*. Our extra prefocus lens concentrates and focuses the electron beam to bring you our sharpest picture ever.



Simulated beam current in Quintrix. Notice the sharpness of the electron beam.



Simulated beam current in our conventional tube. Notice the diffusion.

But we didn't stop with Quintrix. There's also the Panasonic Quatrecolor® chassis. It's a powerful 28.5 kv chassis to help bring you our brightest picture ever. Modular circuit boards snap out and in for quick and easy service. 100% solid state for greater reliability and less power consumption. And Q-Lock™, one button that electronically controls color, tint, brightness and contrast to make tuning as easy as pushing a button.

Quatrecolor offers one more important advantage: our warranty. Because while many other TV manufacturers are cutting back on their warranties, every Quatrecolor set still gives you a one-year guarantee on parts and labor. And a 2-year parts and 1-year labor warranty on the picture tube. Our warranty card spells out the conditions of our limited warranty.

So make sure your next color TV is "The Quatrecolor with the Quintrix." It's our sharpest, brightest picture ever.

And after all, isn't that what you want in color TV?

"The Quatrecolor with the Quintrix"

Panasonic®
just slightly ahead of our time.

Chiefs

OFFENSE

89 Otis Taylor .....WR
77 Charlie Getty .....LT
71 Ed Budde .....LG
58 Jack Rudnay C
65 Tom Condon .....RG
70 Jim Nicholson .....RT
84 Billy Masters .....TE
83 Larry Brunson .....WR
10 Mike Livingston .....QB
27 Woody Green .....HB
31 Jeff Kinney .....FB

DEFENSE

79 John Matuszak .....LE
81 Marvin Upshaw .....LT
86 Buck Buchanan .....RT
99 Wilbur Young .....RE
53 Ken Avery .....LLB
63 Willie Lanier .....MLB
51 Jim Lynch .....RLB
40 Jim Marsalis LC
18 Emmitt Thomas .....RC
46 Jim Kearney .....LS
20 Mike Sensibaugh .....RS

NUMERICAL ROSTER

3 Stenerud, K
10 Livingston, QB
11 Adams, QB
14 Podolak, RB
15 Reardon, S/CB
16 Dawson, QB
18 Thomas, E., CB
20 Sensibaugh, S
27 Green, RB
30 Miller, RB
31 Kinney, RB
40 Marsalis, CB
42 Lane, RB
44 Wilson, P
45 LaGrand, RB
46 Kearney, S
47 Martin, CB/S
49 Thomas, C., RB/KR
50 Kearney, LB
51 Lynch, LB
53 Avery, LB
55 Peterson, LB
56 Ane, C
57 Palewicz, LB
58 Rudnay, C
62 Story, T
63 Lanier, LB
64 Beisler, G
65 Condon, G
70 Nicholson, T
71 Budde, G
77 Getty, T
79 Matuszak, DE
80 Craig, WR
81 Upshaw, DT
83 Brunson, WR
84 Masters, TE
85 Pearson, WR
86 Buchanan, DT
87 Lohmeyer, DE
88 White, TE
89 Taylor, WR
99 Young, DE

Enjoy
Coca-Cola
Trade-mark ®

"Coca-Cola" and "Coke" are registered trade marks which identify the same product of The Coca-Cola Company.

Broncos

OFFENSE

25	Haven Moses	WR
71	Claudie Minor	LT
61	Tom Lyons	LG
50	Bobby Maples	C
60	Paul Howard	RG
74	Mike Current	RT
88	Riley Odoms	TE
42	Billy Van Heusen	WR
12	Charley Johnson	QB
32	Jon Keyworth	RB
24	Otis Armstrong	RB

DEFENSE

79	Barney Chavous	LE
77	Lyle Alzado	LT
70	Paul Smith	RT
63	John Grant	RE
57	Tom Jackson	LLB
52	Randy Gradishar	MLB
56	Ray May	RLB
46	John Rowser	LCB
26	Calvin Jones	RCB
36	Bill Thompson	SS
48	John Pitts	WS

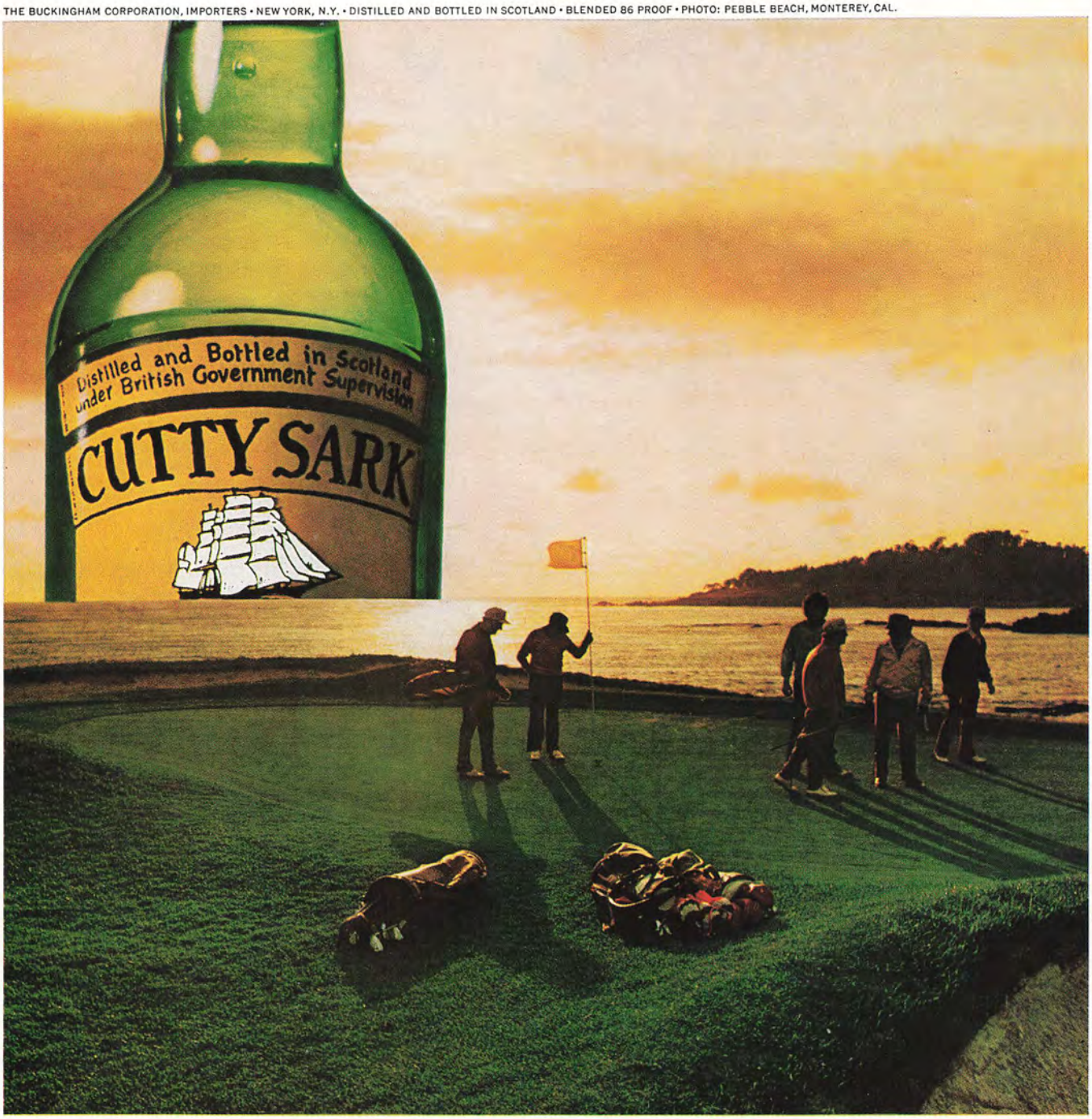
NUMERICAL ROSTER

10 Ramsey, QB	57 Jackson, LB
12 Johnson, QB	58 Olsen, C
15 Turner, K	59 Rizzo, LB
16 Hufnagel, QB	60 Howard, G
20 Wright, CB	61 Lyons, G
22 Lynch, RB	63 Grant, DT
24 Armstrong, RB	66 O'Malley, LB
25 Moses, WR	67 Schaukowitch, G
26 Jones, CB	68 Carter, DT
30 Ross, RB	70 Smith, DT
31 Franckowiak, RB	71 Minor, T
32 Keyworth, RB	73 Rogers, T
36 Thompson, S	74 Current, T
42 Van Heusen, WR/P	77 Alzado, DE/DT
44 Little, RB	78 Montgomery, T
45 Severson, DB	79 Chavous, DE
46 Rowser, DB	80 Upchurch, WR
48 Pitts, S	82 Dolbin, WR
50 Maples, C	84 Haggerty, WR
51 Swenson, LB	87 Brown, TE
52 Gradishar, LB	88 Odoms, TE
56 May, LB	

OFFICIALS

Referee	Bernie Ulman (6)
Umpire	Tony Kramer (50)
Head Linesman	Tony Veteri (36)
Line Judge	Art Holst (33)
Back Judge	Ben Tompkins (52)
Field Judge	Dick Ferguson (87)

THE BUCKINGHAM CORPORATION, IMPORTERS • NEW YORK, N.Y. • DISTILLED AND BOTTLED IN SCOTLAND • BLENDED 86 PROOF • PHOTO: PEBBLE BEACH, MONTEREY, CAL.



...and now it's time for a Cutty.

CHIEFS ROSTER 1975

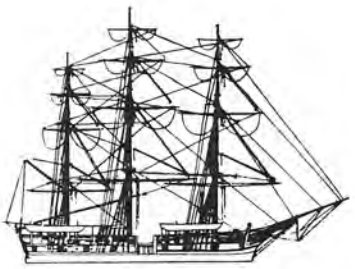
No.	Name	Pos.	Height	Weight	Age	PRO Exp.	College
3	Stenerud, Jan	K	6-2	187	33	9	Montana State
7	Nott, Mike	QB	6-2	203	23	R-FA	Santa Clara
10	Livingston, Mike	QB	6-4	212	30	8	SMU
11	Adams, Tony	QB	6-0	198	25	2	Utah State
14	Podolak, Ed	RB	6-1	205	28	7	Iowa
15	Reardon, Kerry	S/CB	5-11	180	26	5	Iowa
16	Dawson, Len	QB	6-0	190	40	19	Purdue
18	Thomas, Emmitt	CB	6-2	192	32	10	Bishop
20	Sensibaugh, Mike	S	5-11	192	26	5	Ohio State
27	Green, Woody	RB	6-1	205	24	2	Arizona State
30	Miller, Cleophus	RB	5-11	202	24	2	Arkansas-Pine Bluff
31	Kinney, Jeff	RB	6-2	215	26	4	Nebraska
40	Marsalis, Jim	CB	5-11	190	30	7	Tennessee State
42	Lane, MacArthur	RB	6-1	220	32	8	Utah State
44	Wilson, Jerrel	P	6-2	222	34	13	S. Mississippi
45	LaGrand, Morris	RB	6-1	212	22	R-D6a	Tampa
46	Kearney, Jim	S	6-2	206	32	11	Prairie View A&M
47	Martin, Don	CB/S	5-11	185	26	3	Yale
48	Allen, Nate	CB	5-10	170	27	5	Texas Southern
49	Thomas, Charlie	RB/KR	5-9	180	24	1	Tennessee State
50	Kearney, Tim	LB	6-2	229	24	4	Northern Michigan
51	Lynch, Jim	LB	6-1	225	30	9	Notre Dame
53	Avery, Ken	LB	6-1	227	31	9	S. Mississippi
55	Peterson, William	LB	6-2	225	30	6	San Jose State
56	Ane, Charlie	C	6-1	233	22	R-FA	Michigan State
57	Palewicz, Al	LB	6-1	215	25	3	Miami (Florida)
58	Rudnay, Jack	C	6-3	240	28	6	Northwestern
60	Herkenhoff, Matt	T	6-4	255	24	R-D4*	Minnesota
61	Walker, Cornelius	DT	6-1	245	21	RD3	Rice
62	Story, Bill	T	6-3	245	23	2	Southern Illinois
63	Lanier, Willie	LB	6-1	245	30	9	Morgan State
65	Condon, Tom	G	6-3	240	23	2	Boston College
70	Nicholson, Jim	T	6-6	261	25	2	Michigan State
71	Budde, Ed	G	6-5	265	35	13	Michigan State
74	Keating, Tom	DT	6-2	247	33	12	Michigan
77	Getty, Charlie	T	6-4	260	23	2	Penn State
78	Bell, Bobby	LB	6-4	228	35	13	Minnesota
79	Matuszak, John	DE	6-8	275	24	3	Tampa
81	Upshaw, Marvin	DT	6-4	260	29	8	Trinity
82	Butler, Gary	TE	6-3	235	24	3	Rice
83	Brunson, Larry	WR	5-11	180	26	2	Colorado
85	Pearson, Barry	WR	5-11	185	25	4	Northwestern
86	Buchanan, Buck	DT	6-7	270	35	13	Grambling
87	Lohmeyer, John	DE	6-4	229	24	2	Emporia State
89	Taylor, Otis	WR	6-3	215	33	11	Prairie View A&M
90	Craig, Reggie	WR	6-0	187	22	R-FA	Arkansas
91	Solis, Merced	TE	6-2	221	22	R-FA	West Texas State
92	Masters, Billy	TE	6-5	240	31	9	LSU
99	Young, Wilbur	DE	6-6	285	26	5	William Penn

R — A first year player who has not previously been in a NFL training camp.

BACK THE BRONCOS ON THE ROAD

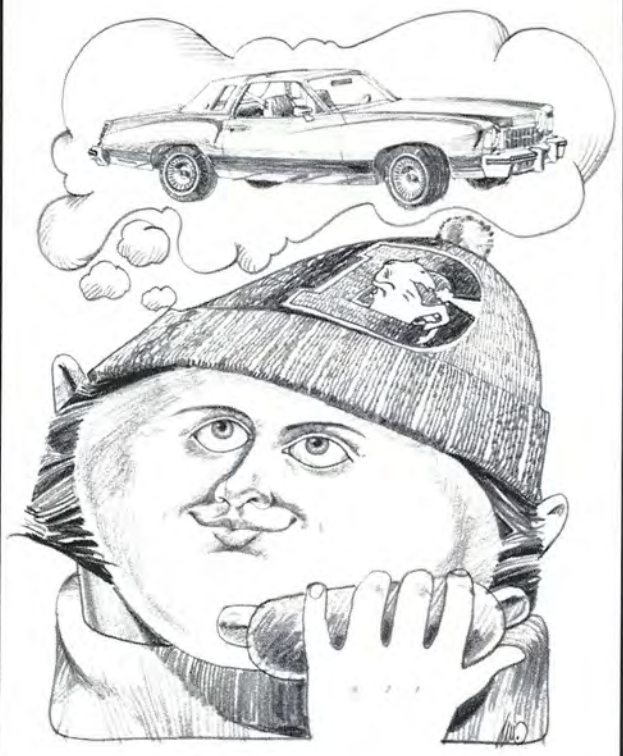
• San Diego Chargers
November 16

• Oakland Raiders
December 8



WINDJAMMER TRAVEL SERVICE
4401 E. Yale

Reservations NOW
758-3475
Most Credit Cards Accepted



A George Irvin Chevy—you'll look forward to the fifth quarter.

If you had a brand new George Irvin Chevy waiting for you in the parking lot, you'd still have something to look forward to *after* the game.

Meanwhile, we'll be looking forward to seeing you—first thing this week.

Chevrolet

George Irvin

390 South Colorado Boulevard

We'll get along just fine.

A George Irvin Subaru—up to four more speeds than the average running back.

Subaru's a gifted broken field runner—with disc brakes, rack and pinion steering and front wheel drive. Plus an optional 5-speed transmission that'll run circles around the competition.

And that's something we're pretty good at too.

SUBARU

George Irvin

390 South Colorado Boulevard

We'll get along just fine.

TODAY'S OPPONENTS: THE CHIEFS

Larry Brunson and Barry Pearson man wide receivers posts.

Coach Paul Wiggin after victory.

Running back talent with Woody Green has helped offense.

Beginning A New Approach

"Now, are you sure I've given you enough for your story?" he asked. "I hope you can make something out of all that." As usual, Wiggin was his conscientious self as he considered the tasks before him as head coach of the Kansas City Chiefs. The interviewer had dealt with Wiggin previously, and this had been a typical session: straightforward answers with thorough explanations, even though at the end Wiggin asked if he'd been clear enough. The answer was positive.

Paul Wiggin has been head coach of the Chiefs for nearly seven months. He is a rookie coach with a team undergoing a new approach, a Wigginesque approach, one he believes will work in returning the Chiefs franchise to a position of prominence in the National Football League.

At the conclusion of the interview, the visitor recalled a Wiggin quote from during the winter. When asked how things were taking shape, Wiggin had said, jokingly, "Well, I guess I'm down to just three mistakes an hour." The miscues are no longer. He is a man ready to embark on his challenge.

You've had a chance to analyze this football team over the past months. Did you discover anything during training camp you hadn't expected?

"No, not really. We did a lot of research on our football team prior to coming into camp. We knew an awful lot about the players, and having two holdover coaches from the previous staff certainly helped. From my point of view, I discovered during our time in camp this this team has a good attitude. This is a team that's had a winning tradition.

"I do think I've got a lot better feel for the personnel now than ever before. I think we found out to some degree when we arrived here that we did have something of a quarterback problem, but we've changed that around already from the people we've picked up, a fellow like Tony Adams. One of the concerns, at least one that came up in my discussions with the staff, was the defensive line, but I don't think that's going to be a major problem. I think it could be one of the strongest assets of the team. One area we're going to have to keep a careful eye on is the offensive line, seeing how well they develop and how far they come along. It's a very young line, and potentially very good, but it is inexperienced."

Is this a better team than you thought it would be?

"At this moment, it's hard to say. I came into this job with some degree of optimism, certainly more optimistic than our critics. And I have no reason to think any less than I thought when I came in. I think once we start to play games, then we'll have a better idea where we are. It's hard to tell what magnitude our quarterback situation might be, or our offensive line poblems, until you put them to the test. I came here feeling stronger about this team than anyone else."

For the first time ever, really, no one expects the Chiefs to be much of a factor in 1975. Do you think this can have a positive effect on the ballclub?

"If we are good, it'll just be a matter of time when people don't take us lightly. It won't take very long for someone to say, 'Hey, this team's not as bad as we thought.' I don't see anybody who plays us early playing us as they'd play, say the Pittsburgh Steelers or teams of that magnitude. We aren't so bad, and I really emphasize that strongly, as people think we are. If you're bad and you know you're bad, that's one thing. But when people think you're bad and you think you're better, that's quite another. That can be kind of a subtle battle cry for us. It's not something we're going to go around and whisper to one another, but it's something we can use."

What are some of the differences you've notices in being a head coach as opposed to an assistant? Aside from the obvious fact that the responsibilities are now yours as compared to Dick Nolan's having to worry about them when you were with the 49ers.

"Probably the administrative details of the job more than anything else. I've never been asked, 'Coach, do you have a minute?' as often as I am now. You're involved in problem solving, and not necessarily things that deal with football. A lot of times it isn't a problem, necessarily, but something that needs a decision. For example, what about our pre-game procedure? How are we going to work out the captains for the pre-season games? Will we work out under the lights since we'll be playing night games in the peseason? What's going to be our plan for substitution? These are just examples of the things you're faced with. These are the kinds of things I never really thought of. I just figured there was somebody who took care of things like these and I didn't think it would be much of a problem. That's what this job entails, plus molding a team and keeping both it and the coaching staff cohesive."

Your staff is a blend of styles and personalities. Did you intend it to be that way?

"That was not a thought going in. I didn't say, 'Hey, let's not get everybody who's the same type. There are some common denominators to this staff. They are their own men, and they'll stand on their own two feet. That's one positive common denominator they all have. Plus they all relate well to the people they coach. I did consider what their individual long suits were, and those are the things that make you feel really glad you got them on the staff. The enthusiasm of a Vince Costello, the teaching ability of a Tom Pratt, the command of a Tom Bettis, the coaching warmth of a Joe Spencer, the follow through of a Chet Franklin, the discipline of a Bob Schnelker, and the hard work and depth of thought of a young guy like Steve Ortmayer, these are the things you look for in a staff. You search for the common denominators, then you look for any pluses beyond that. There are not floating coaches that were looking for work. The concept in the NFL has been that once you get your foot in the door, you just float around, and someone will hire you. These guys were working, and we had to go out and get them. Theoretically, Bettis and Pratt were in the position of looking for work. But they weren't really looking. There were people out there hunting them down. These are people who are recognized. They're known as being the best."

Do you feel the players have accepted what you and your staff are trying to accomplish, and are willing to go along with the program?

"Yes. Now there are going to be problems somewhere down the road. There's no place on earth where a utopia is going to exist. You can talk about the perfect marriage, but I'd bet there's been a battle or two along the way. In the general sense, the players and staff have related very well with one another. I think you'd find these coaches would defend the players to the hilt, and I'd be surprised if the players didn't defend the coaches."

The Chiefs new head coach Paul Wiggin is a man ready to embark on his challenge.

a perfect pair

KOA
SPORTS

We've got it ALL!

DENVER BRONCO action
at home and away
Join BOB MARTIN and LARRY ZIMMER on
KOA RADIO 85.....The Big Sports Station.

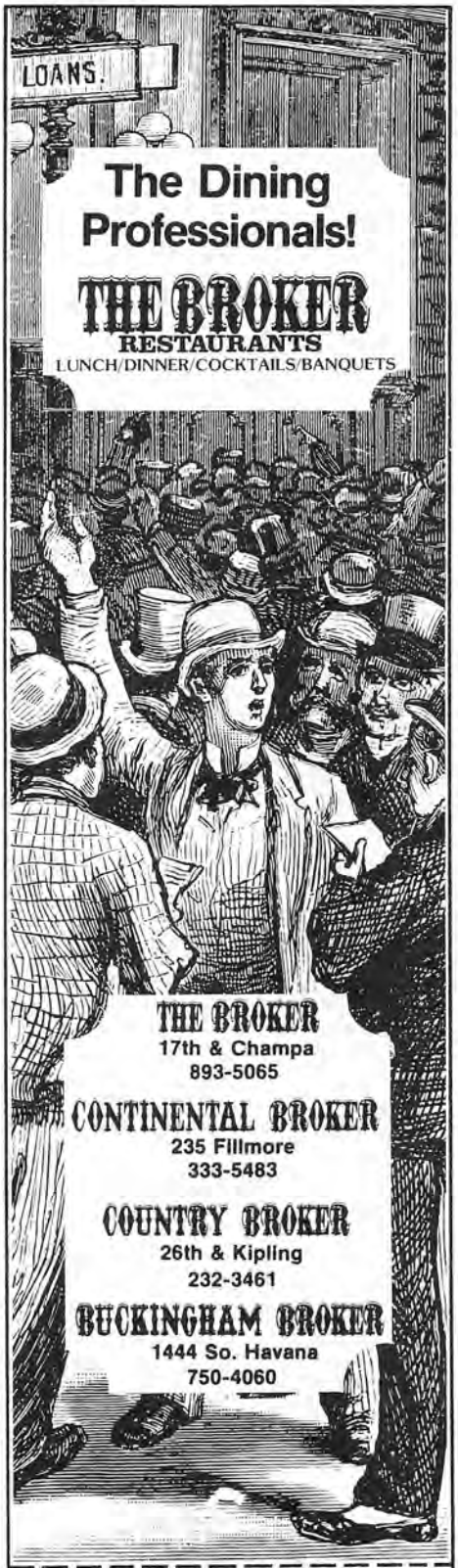
CHIEFS SCOUTING REPORT

OFFENSE:

When owner Lamar Hunt decided to change coaches for the first time in the history of the Kansas City Chiefs, he hired a man who would take a detached and cool view of his declining team. Paul Wiggin is the man and he has orders from Hunt to change the old ways. Wiggin's most pressing decision on offense concerns his quarterback. Len Dawson finished last season as the starter but Wiggin has to decide if he wants a 40-year-old quarterback in charge of a young unit that could get younger before it gets older. Mike Livingston has been a backup quarterback for seven seasons. Woody Green appeared to be a superb rookie in the preseason, got hurt early, and then came back to lead the Chiefs in rushing with 509 yards. Six Kansas City backs had 37 or more carries last year but Wiggin may give most of the playing time to Green, Jeff Kinney, and Ed Podolak in 1975. Kinney still has potential as a power runner. Podolak's forte is versatility. Ed is one of the league's better pass-catching backs, too. He caught 43 last year, Kinney's style is sheer power. He carried 63 times for 249 yards in his most active year as a pro. Whoever plays quarterback still has Otis Taylor, the Chiefs' all-time best receiver, as a target. Taylor caught only 24 passes and scored only twice last year, but he remains the best part of the Kansas City passing game. Ex-Steeler Barry Pearson caught 27 passes in his first year in Kansas City and Larry Brunson showed a lot of speed and occasional brilliance by averaging over 17 yards a catch on 22 receptions. Some of the older linemen began to be moved out by youngsters such as tackles Charles Getty and Jim Nicholson, but Wiggin says he'll still lean on experienced players such as Pro Bowl center Jack Rudnay and 35-year-old guard Ed Budde.

DEFENSE:

Kansas City's defense revolves around Willie Lanier, who was talked out of retirement and signed to a new long-term contract by Wiggin. At 30, Lanier has a lot of football left in him, and bringing him back into the fold was a top priority item for the new coach. Jim Lynch, a starter at linebacker since 1967, also returns. If the techniques of huge John Matuszak can be polished in training camp, Wiggin will have taken a large step toward restructuring his defensive line. The 6-foot 8-inch tackle was acquired from the Oilers at mid-season in exchange for Curley Culp. Buck Buchanan will man the other tackle spot for the thirteenth season in a row. Tackle Tom Keating, a 12-year veteran, also can be expected to help, coming off his best season since 1970, when he was with Ooakland. Both ends, Wilbur Young and Marvin Upshaw, are experienced. Two sound veterans stabilize the secondary. Corner Emmitt Thomas intercepted 12 passes to lead the NFL for the second time. Only five other players ever did that. Jim Kearney has been a com-



$3 off dinner for 2

at any Broker Restaurant
Valid Monday
Thru Thursday
Expires February 1, 1976

Pagliacci's

RESTAURANT
&
LOUNGE

1440 West 33rd Avenue
Denver, Colorado
Phone 458-9975

Your Hosts
FELIX & PATTI
BOB & ROSE ANN

NOW OPEN FOR
LUNCH

IN ADDITION TO OUR
NATIONALLY FAMOUS
DINNERS

HOURS:
Monday-Thursday
11 A.M. to 10 P.M.
Friday — 11 A.M. to 2 A.M.
Saturday — 11 A.M. to 2 A.M.
Sunday — Noon to 10 P.M.

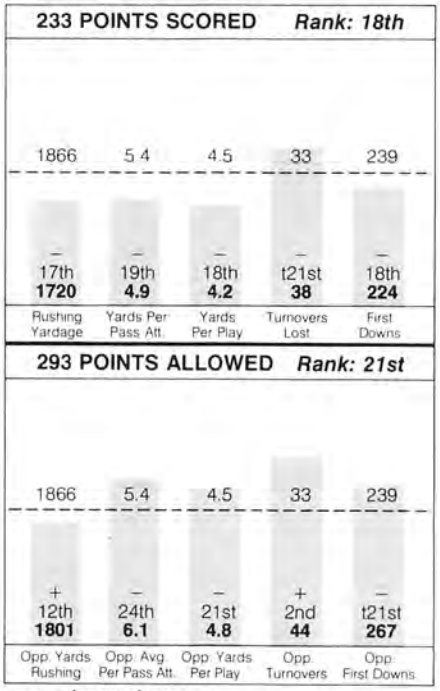
Italian Opera Sung
7:30 P.M. to 10:30 P.M.
Every Friday & Saturday

petent strong safety for a long time, and Mike Sensibaugh has solidified himself at free safety.

SPECIAL TEAMS:

The Chiefs' kickers — Jan Stenerud and Jerrel Wilson — are as competent a twosome as there is in pro football. Stenerud kicked 17 field goals in 24 attempts. Wilson averaged 41.7 on 83 punts. Other facets of special teams all need upgrading.

1975 Outlook: It wouldn't take radical change to reverse the trend of gradual decay.



---- League Average

INDIVIDUAL LEADERS

Rushing	**Att.**	**Yards**	**Avg.**	**Long**	**TDs**
Woody Green	135	509	3.8	43	3
Passing	**Att.**	**Comp.**	**Yards**	**Pct.**	**TDs**	**Int.**
Len Dawson	235	138	1,573	58.7	7	13
Receiving	**No.**	**Yards**	**Avg.**	**Long**	**TDs**
Ed Podolak	43	306	7.1	26	1
Scoring	**TD**	**FG**	**PAT**	**Pts.**
Jan Stenerud	0	17-24	24-26	75
Interceptions	**No.**	**Yards**	**Avg.**	**Long**	**TDs**
Emmitt Thomas	12	214	17.8	73t	2
Punting	**No.**	**Yards**	**Avg.**	**Long**	**Blkd.**
Jerrel Wilson	83	3,462	41.7	64	2
Punt Returns	**No.**	**FC**	**Yards**	**Avg.**	**Long**	**TDs**
Ed Podolak	15	1	134	8.9	54	0
Kickoff Returns	**No.**	**Yards**	**Avg.**	**Long**	**TDs**
Larry Brunson	12	280	23.3	57	0

TOP 1975 DRAFT CHOICES

1.	Choice to Houston		
2.	Elmore Stephens	TE	Kentucky
3.	Cornelius Walker	DT	Rice
4.	Choice to Denver		
5.	Choice to Los Angeles		

CHIEFS

COACHING STAFF

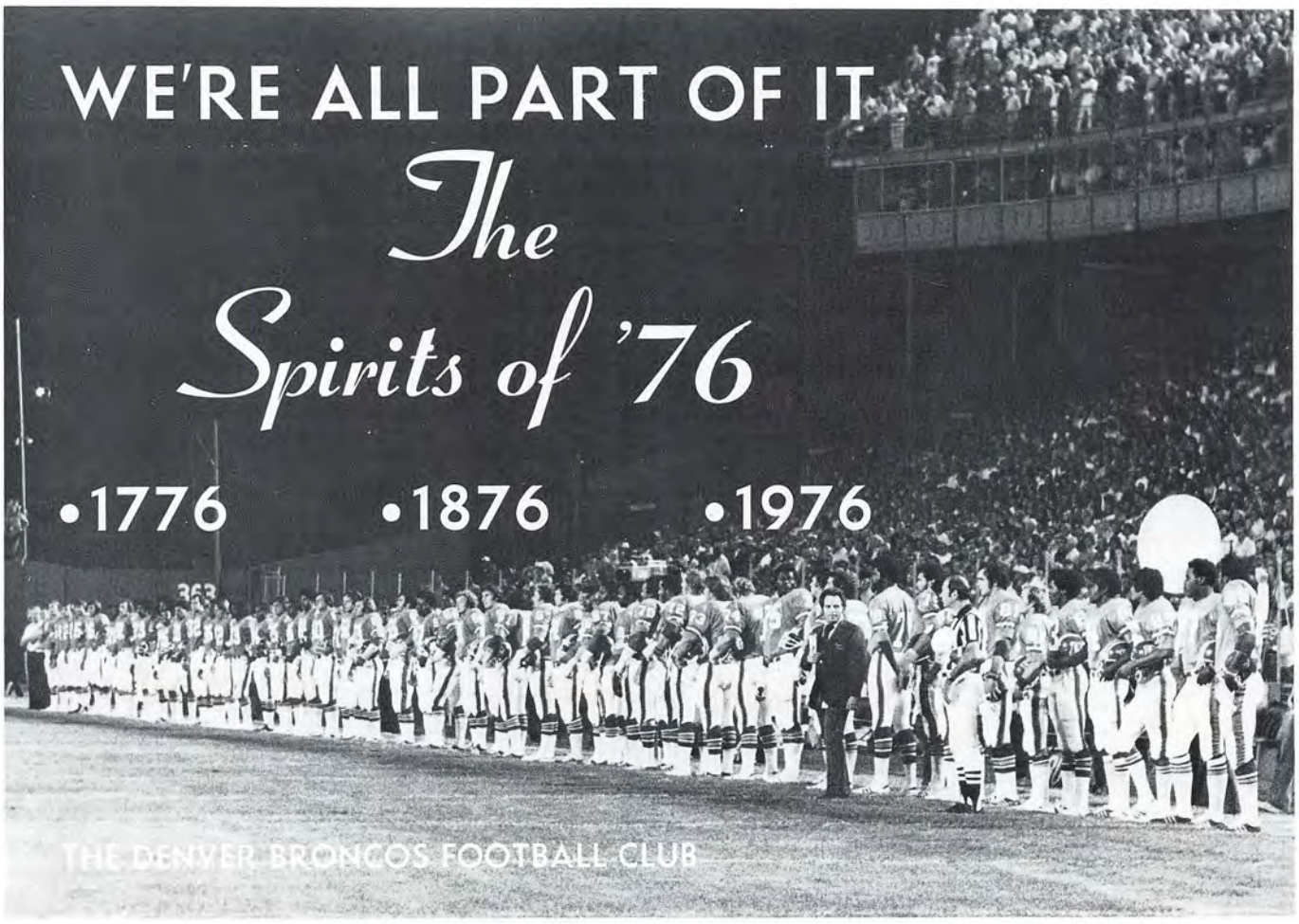
Paul Wiggin

Head Coach Paul Wiggin took over as the Chiefs' head coach after seven seasons as an assistant with San Francisco. He played 11 years (1957-67) at defensive end for the Cleveland Browns and captained the Browns in 1967. He was selected for the Pro Bowl in 1966 and 1968 (after the 1967 season). Wiggin joined Dick Nolan's staff as defensive line coach in 1968 immediately after retiring. He was named Chiefs' head coach on January 23, 1975.

Background He became an All-America tackle at Stanford after playing at Modesto Junior College and co-captained the Stanford squad in 1956 along with John Brodie. He also was named co-captain of the West team in the 1956 East-West game.

Personal Born November 18, 1934 at Modesto, California, Wiggin earned letters in four sports while attending Manteca (California) High School and has a Master of Education degree from Stanford. He and his wife, Carolyn, have three daughters—Kymberly, Kristyn, and Kelly.

Coaching Staff Tom Bettis, defensive backfield; Vince Costello, defensive coordinator; Chet Franklin, offensive coordinator; Steve Ortmayer, special teams; Tom Pratt, defensive line; Bob Schnelker, receivers; and Joe Spencer, offensive line. !



Printers • Lithographers • Typographers
Color Specialists

THE
A B HIRSCHFELD
PRESS / Denver

685 Speer at Acoma • Telephone 320-8500

OFFICE FURNITURE

Let
Our Experts
Re-design
and
Furnish
Your Office

HIRSCHFELD'S
OFFICE
FURNITURE

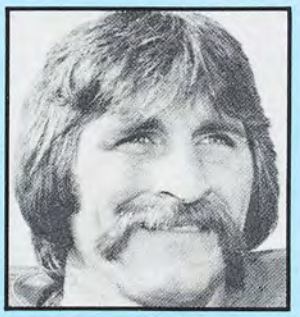
Division of The A B Hirschfeld Press
21 South Broadway
Telephone 744-3555

KANSAS CITY CHIEFS

3 JAN STENERUD
Kicker

10 MIKE LIVINGSTON
Quarterback

11 TONY ADAMS
Quarterback

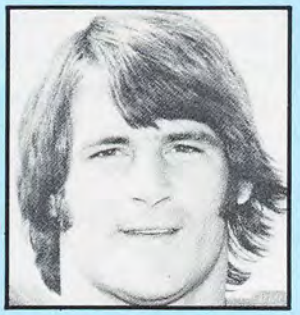


14 ED PODOLAK
Running Back

15 KERRY REARDON
Safety

16 LEN DAWSON
Quarterback

18 EMMITT THOMAS
Cornerback



20 MIKE SENSIBAUGH
Safety

27 WOODY GREEN
Running Back

30 CLEOPHUS MILLER
Running Back

31 JEFF KINNEY
Running Back

40 JIM MARSALIS
Cornerback

44 JERREL WILSON
Punter

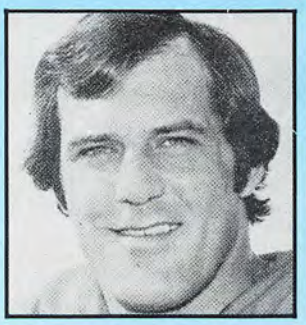
46 JIM KEARNEY
Safety

47 DON MARTIN
Defensive Back

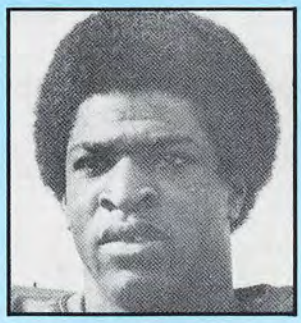
48 NATE ALLEN
Cornerback

KANSAS CITY CHIEFS

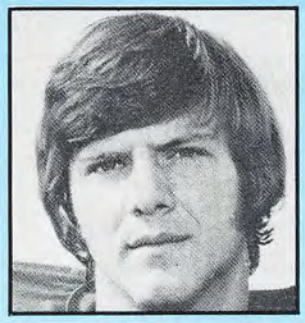
49 CHARLIE THOMAS
Running Back



51 JIM LYNCH
Linebacker

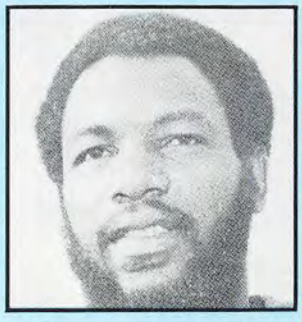


83 LARRY BRUNSON
Wide Receiver

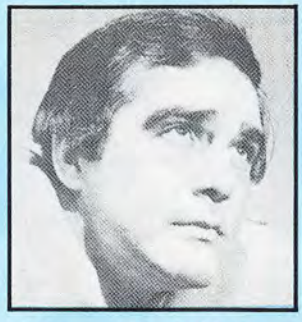


85 BARRY PEARSON
Wide Receiver

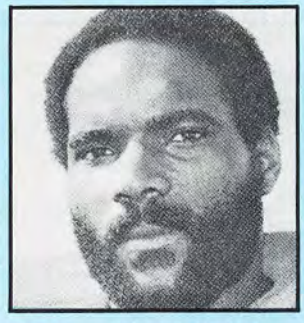
86 BUCK BUCHANAN
Defensive Tackle



89 OTIS TAYLOR
Wide Receiver



92 BILL MASTERS
Tight End



99 WILBUR YOUNG
Defensive End

See Our Line Up!

Luby will pass the savings on to you with
great buys on our line of Chevy cars and trucks.
Luby saves you money.

Luby
CHEVROLET

2033 So. Wadsworth Blvd.
Between Jewell & Evans

Open Evenings 'Til 9 – Sat. 'Til 6
986-2233

In Lakewood Serving Metro Denver

AFC SCHEDULES

BALTIMORE COLTS

Sept. 21–at Chicago
Sept. 28–OAKLAND
Oct. 5–at Los Angeles
Oct. 12–BUFFALO
Oct. 19–at New England
Oct. 26–at New York Jets
Nov. 2–CLEVELAND
Nov. 9–at Buffalo
Nov. 16–NEW YORK JETS
Nov. 23–at Miami
Nov. 30–KANSAS CITY
Dec. 7–at New York Giants
Dec. 14–MIAMI
Dec. 21–NEW ENGLAND

BUFFALO BILLS

Sept. 21–NEW YORK JETS
Sept. 28–at Pittsburgh
Oct. 5–DENVER
Oct. 12–at Baltimore
Oct. 20–N.Y. GIANTS (Mon.)
Oct. 26–MIAMI
Nov. 2–at New York Jets
Nov. 9–BALTIMORE
Nov. 17–at Cincinnati (Mon.)
Nov. 23–NEW ENGLAND
Nov. 27–at St. Louis (Thanks.)
Dec. 7–at Miami
Dec. 14–at New England
Dec. 20–MINNESOTA (Sat.)

CINCINNATI BENGALS

Sept. 21–CLEVELAND
Sept. 28–at New Orleans
Oct. 5–at Houston
Oct. 12–NEW ENGLAND
Oct. 19–OAKLAND
Oct. 26–at Atlanta
Nov. 2–PITTSBURGH
Nov. 9–at Denver
Nov. 17–BUFFALO (Mon.)
Nov. 23–at Cleveland
Nov. 30–HOUSTON
Dec. 7–at Philadelphia
Dec. 13–at Pittsburgh (Sat.)
Dec. 21–SAN DIEGO

CLEVELAND BROWNS

Sept. 21–at Cincinnati
Sept. 28–MINNESOTA
Oct. 5–PITTSBURGH
Oct. 12–HOUSTON
Oct. 19–at Denver
Oct. 26–WASHINGTON
Nov. 2–at Baltimore
Nov. 9–at Detroit
Nov. 16–at Oakland
Nov. 23–CINCINNATI
Nov. 30–NEW ORLEANS
Dec. 7–at Pittsburgh
Dec. 14–KANSAS CITY
Dec. 21–at Houston

DENVER BRONCOS

Sept. 21–KANSAS CITY
Sept. 29–GREEN BAY (Mon.)
Oct. 5–at Buffalo
Oct. 12–at Pittsburgh
Oct. 19–CLEVELAND
Oct. 26–at Kansas City
Nov. 2–OAKLAND
Nov. 9–CINCINNATI
Nov. 16–at San Diego
Nov. 23–at Atlanta
Nov. 30–SAN DIEGO
Dec. 8–at Oakland (Mon.)
Dec. 14–PHILADELPHIA
Dec. 20–at Miami (Sat.)

HOUSTON OILERS

Sept. 21–at New England
Sept. 28–SAN DIEGO
Oct. 5–CINCINNATI
Oct. 12–at Cleveland
Oct. 19–WASHINGTON
Oct. 26–DETROIT
Nov. 2–at Kansas City
Nov. 9–at Pittsburgh
Nov. 16–MIAMI
Nov. 24–PITTSBURGH (Mon.)
Nov. 30–at Cincinnati
Dec. 7–at San Francisco
Dec. 14–at Oakland
Dec. 21–CLEVELAND

KANSAS CITY CHIEFS

Sept. 21–at Denver
Sept. 28–NEW YORK JETS
Oct. 5–SAN FRANCISCO
Oct. 12–at Oakland
Oct. 19–at San Diego
Oct. 26–DENVER
Nov. 2–HOUSTON
Nov. 10–at Dallas (Mon.)
Nov. 16–at Pittsburgh
Nov. 23–DETROIT
Nov. 30–at Baltimore
Dec. 7–SAN DIEGO
Dec. 14–at Cleveland
Dec. 21–OAKLAND

MIAMI DOLPHINS

Sept. 22–OAKLAND (Mon.)
Sept. 28–at New England
Oct. 5–at Green Bay
Oct. 12–PHILADELPHIA
Oct. 19–at New York Jets
Oct. 26–at Buffalo
Nov. 2–at Chicago
Nov. 9–NEW YORK JETS
Nov. 16–at Houston
Nov. 23–BALTIMORE
Dec. 1–NEW ENGLAND (Mon.)
Dec. 7–BUFFALO
Dec. 14–at Baltimore
Dec. 20–DENVER (Sat.)

NEW ENGLAND PATRIOTS

Sept. 21–HOUSTON
Sept. 28–MIAMI
Oct. 5–at New York Jets
Oct. 12–at Cincinnati
Oct. 19–BALTIMORE
Oct. 26–SAN FRANCISCO
Nov. 2–at St. Louis
Nov. 9–at San Diego
Nov. 16–DALLAS
Nov. 23–at Buffalo
Dec. 1–at Miami (Mon.)
Dec. 7–NEW YORK JETS
Dec. 14–BUFFALO
Dec. 21–at Baltimore

NEW YORK JETS

Sept. 21–at Buffalo
Sept. 28–at Kansas City
Oct. 5–NEW ENGLAND
Oct. 12–at Minnesota
Oct. 19–MIAMI
Oct. 26–BALTIMORE
Nov. 2–BUFFALO
Nov. 9–at Miami
Nov. 16–at Baltimore
Nov. 23–ST. LOUIS
Nov. 30–PITTSBURGH
Dec. 7–at New England
Dec. 15–at San Diego (Mon.)
Dec. 21–DALLAS

OAKLAND RAIDERS

Sept. 22–at Miami (Mon.)
Sept. 28–at Baltimore
Oct. 5–at San Diego
Oct. 12–KANSAS CITY
Oct. 19–at Cincinnati
Oct. 26–SAN DIEGO
Nov. 2–at Denver
Nov. 9–NEW ORLEANS
Nov. 16–CLEVELAND
Nov. 23–at Washington
Nov. 30–ATLANTA
Dec. 8–DENVER (Mon.)
Dec. 14–HOUSTON
Dec. 21–at Kansas City

PITTSBURGH STEELERS

Sept. 21–at San Diego
Sept. 28–BUFFALO
Oct. 5–at Cleveland
Oct. 12–DENVER
Oct. 19–CHICAGO
Oct. 26–at Green Bay
Nov. 2–at Cincinnati
Nov. 9–HOUSTON
Nov. 16–KANSAS CITY
Nov. 24–at Houston (Mon.)
Nov. 30–at New York Jets
Dec. 7–CLEVELAND
Dec. 13–CINCINNATI (Sat.)
Dec. 20–at Los Angeles (Sat.)

SAN DIEGO CHARGERS

Sept. 21–PITTSBURGH
Sept. 28–at Houston
Oct. 5–OAKLAND
Oct. 12–LOS ANGELES
Oct. 19–KANSAS CITY
Oct. 26–at Oakland
Nov. 1–at New York Giants (Sat.)
Nov. 9–NEW ENGLAND
Nov. 16–DENVER
Nov. 23–at Minnesota
Nov. 30–at Denver
Dec. 7–at Kansas City
Dec. 15–NEW YORK JETS (Mon.)
Dec. 21–at Cincinnati

AMERICAN FOOTBALL CONFERENCE STANDINGS

Eastern Division	Western Division
Central Division	

BRONCO DIRECTORY

BOARD OF DIRECTORS

Chairman of the Board
Gerald H. Phipps
President
Alan R. Phipps
Vice Presidents
John Ralston, James H. Burris
Secretary
Richard S. Kitchen, Sr.

ADMINISTRATIVE STAFF

General Manager
John Ralston
Assistant General Manager and Director of Player Personnel
Fred Gehrke
Director of Public Relations
Bob Peck
Corporate Treasurer
Dave Diehl
Director of Scouting
Carroll Hardy
Ticket Manager
Gail Stuckey
Assistant Director of Public Relations and Director of Promotions
Dick Maxwell
Trainer
Allen Hurst
Equipment Manager
Larry Elliott
Assistant Trainer
Dave Kendall
Assistant Equipment Manager
Ronnie Bill
Administrative Assistant
Joanne Parker
Administrative Assistant
Bill Goldy
Assistant Ticket Manager
Betty Combs
Accountant
Lorrie Carpino
Secretaries
Lorraine Dieleman, Becky Kleist, Yolanda Saltus, Oneta Brame
Ticket Office Staff
Emma Bobo, Barbara Bryant
Team Physician
Dr. John Leidholt
Scouts
Mac Speedie, Bernie Reid, Jack Hennemier, Bill Daddio, Hugh Davidson, Ken Heizer and Hank Johnson

COACHING STAFF

Head Coach
John Ralston (California, 1951)
Defensive Coordinator
Joe Collier (Northwestern, 1954)
Defensive Line
Richard "Doc" Urich (Miami (O.), 1951)
Defensive Backs
Bob Gambold (Washington State, 1951)
Linebackers and Special Teams
Myrel Moore (Cal-Davis, 1958)
Offensive Coordinator and Offensive Backfield
Max Coley (San Juan State, 1950)
Offensive Line
Jerry Frei (Wisconsin, 1948)
Wide Receivers
Kay Dalton (Colorado State, 1954)

make the right call

For Catering Service

Buffet and Waiter Style

Two Locations to Serve Up to 5000

- Hyland Hills Golf Course
- National Western Club
- McNichols Sports Arena

Weddings, Meetings, Parties
Just Make the Right Call
321-2760

K-M Concessions

Specializing In Convention, Banquet Business

STADIUM-BUS INFORMATION

RTD SERVICE

RTD provides shuttle service along Federal Blvd. from Evans to 52nd St. Other main stops are at Dakota St. and at 38th Ave., although the shuttles will stop for any fans along the Federal Blvd. route. The map on this page indicates the 13 locations RTD has developed for the "Park 'N Ride" program.

FIRST AID STATIONS

These first aid stations are available:
5th level West — near Section 508;
4th level West — concourse center;
3rd level West — concourse center;
Field level — ambulance — southeast corner.

TELEPHONES

West — 3rd, 4th and 5th levels — center and south sections of concourses. Ground level — northwest corner concourse and center of west concourse. Field level — under South stands.

PASS OUT GAMES

Persons wishing to leave Mile High Stadium and to later return during the game must use one of two special "pass out" gates. The gates are No. 3 (west side) and No. 6 (southeast).

REST ROOMS

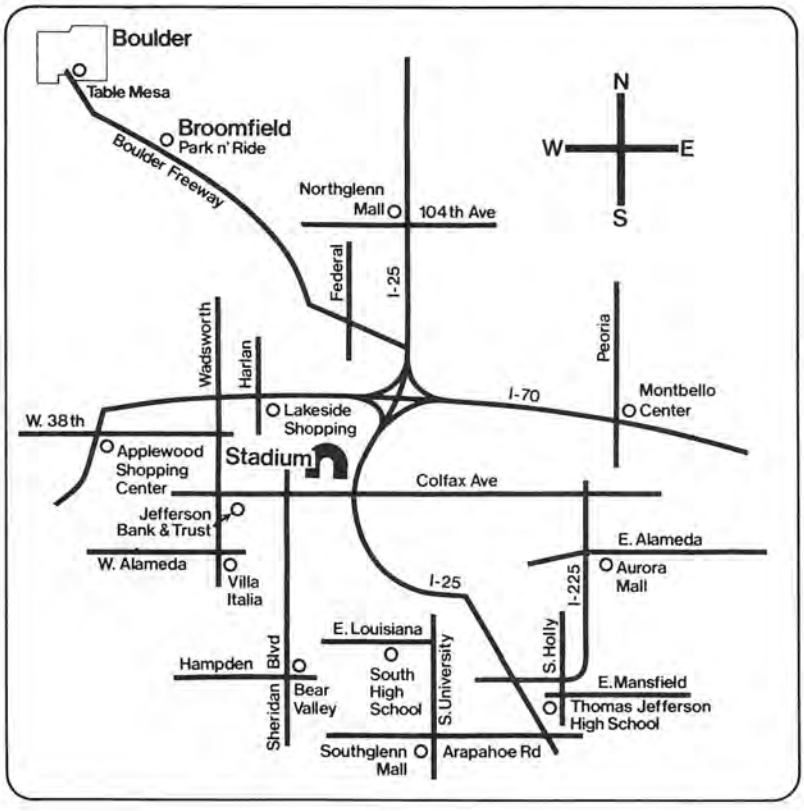
Field level — under South stands; behind East stands and south end of East stands.
Ground level — West concourses.
3rd level — West stands SW and NW ends of concourses.
4th level — West stands SW and NW ends of concourses.
5th level — West stands SW and NW ends of concourses.
Press level — 30 yard line north and 30 yard line south.

THROWING OF OBJECTS

Throwing of any objects onto the playing field or lower levels of the stadium is prohibited. Persons found violating these rules will be ejected. Thank you for your cooperation.

PROHIBITED

Section 310.7. **Huskstering Prohibited.** It shall be unlawful to offer any goods, services, or things for sale within the parks, parkways, mountain parks, or other recreational facilities, or on the streets and sidewalks within three hundred feet of the boundary of the same without first having obtained a license or privilege so to do in the manner and pursuant to terms and conditions fixed by the Mayor's Cabinet. (Sec. 6, Ord. 105, Series 1962) Revised Municipal Code of the City and County of Denver.



Office Supply Order Systems
LINKING CONSUMER NEEDS TO DISTRIBUTOR SERVICES

Phone:
JIM JAMERSON
321-1220

SAVE 30%

Ask About $ Cost Reduction With Our Computer Controlling Your Office Supply Inventory.

Capitol office supply co.

3600 East 40th Ave.
DENVER

2516 Weston Road
COLO. SPRINGS

Next time take our seats to your seats.

Fourth down. The Broncos are on the one foot line about to score their third touchdown in five minutes. And you are two blocks from the stadium looking for a parking space.

With that in mind, RTD introduces the BroncoRide.

This year it's going to be even harder finding a parking space at Mile High Stadium. And on top of that, if you do find a space, it'll probably be more expensive. There's one sane way left to see the Broncos. On the BroncoRide. Special buses will begin from all over the Denver area and take you right up to the South Gate. On time. After the game, we'll be waiting where we left you off to drive you back home relaxed and refreshed. BroncoRide buses are in addition to our special Federal Boulevard service and the great charter service.

This year, when it's five minutes into the game and the Broncos are about to score their third touchdown, you'll be there to see it all, because you took our seats to get to your seats.

For schedule and fare information about the BroncoRide call 744-3111.

The Bronco Ride.

NFC SCHEDULES

ATLANTA FALCONS

Sept. 21–at St. Louis
Sept. 28–DETROIT
Oct. 5–NEW ORLEANS
Oct. 12–at San Francisco
Oct. 19–at Los Angeles
Oct. 26–CINCINNATI
Nov. 2–at New Orleans
Nov. 9–at Minnesota
Nov. 16–LOS ANGELES
Nov. 23–DENVER
Nov. 30–at Oakland
Dec. 7–WASHINGTON
Dec. 14–SAN FRANCISCO
Dec. 21–at Green Bay

CHICAGO BEARS

Sept. 21–BALTIMORE
Sept. 28–PHILADELPHIA
Oct. 5–at Minnesota
Oct. 12–at Detroit
Oct. 19–at Pittsburgh
Oct. 27–MINNESOTA (Mon.)
Nov. 2–MIAMI
Nov. 9–GREEN BAY
Nov. 16–at San Francisco
Nov. 23–at Los Angeles
Nov. 30–at Green Bay
Dec. 7–DETROIT
Dec. 14–ST. LOUIS
Dec. 21–at New Orleans

DALLAS COWBOYS

Sept. 21–LOS ANGELES
Sept. 28–ST. LOUIS
Oct. 6–at Detroit (Mon.)
Oct. 12–at New York Giants
Oct. 19–GREEN BAY
Oct. 26–at Philadelphia
Nov. 2–at Washington
Nov. 10–KANSAS CITY (Mon.)
Nov. 16–at New England
Nov. 23–PHILADELPHIA
Nov. 30–NEW YORK GIANTS
Dec. 7–at St. Louis
Dec. 13–WASHINGTON (Sat.)
Dec. 21–at New York Jets

DETROIT LIONS

Sept. 21–at Green Bay
Sept. 28–at Atlanta
Oct. 6–DALLAS (Mon.)
Oct. 12–CHICAGO
Oct. 19–at Minnesota
Oct. 26–at Houston
Nov. 2–at San Francisco
Nov. 9–CLEVELAND
Nov. 16–GREEN BAY
Nov. 23–at Kansas City
Nov. 27–LOS ANGELES (Thanks.)
Dec. 7–at Chicago
Dec. 14–MINNESOTA
Dec. 21–ST. LOUIS

GREEN BAY PACKERS

Sept. 21–DETROIT
Sept. 29–at Denver (Mon.)
Oct. 5–MIAMI
Oct. 12–at New Orleans
Oct. 19–at Dallas
Oct. 26–PITTSBURGH
Nov. 2–MINNESOTA
Nov. 9–at Chicago
Nov. 16–at Detroit
Nov. 23–NEW YORK GIANTS
Nov. 30–CHICAGO
Dec. 7–at Minnesota
Dec. 14–at Los Angeles
Dec. 21–ATLANTA

LOS ANGELES RAMS

Sept. 21–at Dallas
Sept. 28–at San Francisco
Oct. 5–BALTIMORE
Oct. 12–at San Diego
Oct. 19–ATLANTA
Oct. 26–NEW ORLEANS
Nov. 3–at Philadelphia (Mon.)
Nov. 9–SAN FRANCISCO
Nov. 16–at Atlanta
Nov. 23–CHICAGO
Nov. 27–at Detroit (Thanks.)
Dec. 7–at New Orleans
Dec. 14–GREEN BAY
Dec. 20–PITTSBURGH (Sat.)

MINNESOTA VIKINGS

Sept. 21–SAN FRANCISCO
Sept. 28–at Cleveland
Oct. 5–CHICAGO
Oct. 12–NEW YORK JETS
Oct. 19–DETROIT
Oct. 27–at Chicago (Mon.)
Nov. 2–at Green Bay
Nov. 9–ATLANTA
Nov. 16–at New Orleans
Nov. 23–SAN DIEGO
Nov. 30–at Washington
Dec. 7–GREEN BAY
Dec. 14–at Detroit
Dec. 20–at Buffalo (Sat.)

NEW ORLEANS SAINTS

Sept. 21–at Washington
Sept. 28–CINCINNATI
Oct. 5–at Atlanta
Oct. 12–GREEN BAY
Oct. 19–at San Francisco
Oct. 26–at Los Angeles
Nov. 2–ATLANTA
Nov. 9–at Oakland
Nov. 16–MINNESOTA
Nov. 23–SAN FRANCISCO
Nov. 30–at Cleveland
Dec. 7–LOS ANGELES
Dec. 14–at New York Giants
Dec. 21–CHICAGO

NEW YORK GIANTS

Sept. 21–at Philadelphia
Sept. 28–at Washington
Oct. 5–at St. Louis
Oct. 12–DALLAS
Oct. 20–at Buffalo (Mon.)
Oct. 25–ST. LOUIS (Sat.)
Nov. 1–SAN DIEGO (Sat.)
Nov. 9–WASHINGTON
Nov. 16–PHILADELPHIA
Nov. 23–at Green Bay
Nov. 30–at Dallas
Dec. 7–BALTIMORE
Dec. 14–NEW ORLEANS
Dec. 21–at San Francisco

PHILADELPHIA EAGLES

Sept. 21–NEW YORK GIANTS
Sept. 28–at Chicago
Oct. 5–WASHINGTON
Oct. 12–at Miami
Oct. 19–at St. Louis
Oct. 26–DALLAS
Nov. 3–LOS ANGELES (Mon.)
Nov. 9–ST. LOUIS
Nov. 16–at New York Giants
Nov. 23–at Dallas
Nov. 30–SAN FRANCISCO
Dec. 7–CINCINNATI
Dec. 14–at Denver
Dec. 21–at Washington

ST. LOUIS CARDINALS

Sept. 21–ATLANTA
Sept. 28–at Dallas
Oct. 5–NEW YORK GIANTS
Oct. 13–at Washington (Mon.)
Oct. 19–PHILADELPHIA
Oct. 25–at New York Giants (Sat.)
Nov. 2–NEW ENGLAND
Nov. 9–at Philadelphia
Nov. 16–WASHINGTON
Nov. 23–at New York Jets
Nov. 27–BUFFALO (Thanks.)
Dec. 7–DALLAS
Dec. 14–at Chicago
Dec. 21–at Detroit

SAN FRANCISCO 49ERS

Sept. 21–at Minnesota
Sept. 28–LOS ANGELES
Oct. 5–at Kansas City
Oct. 12–ATLANTA
Oct. 19–NEW ORLEANS
Oct. 26–at New England
Nov. 2–DETROIT
Nov. 9–at Los Angeles
Nov. 16–CHICAGO
Nov. 23–at New Orleans
Nov. 30–at Philadelphia
Dec. 7–HOUSTON
Dec. 14–at Atlanta
Dec. 21–NEW YORK GIANTS

WASHINGTON REDSKINS

Sept. 21–NEW ORLEANS
Sept. 28–NEW YORK GIANTS
Oct. 5–at Philadelphia
Oct. 13–ST. LOUIS (Mon.)
Oct. 19–at Houston
Oct. 26–at Cleveland
Nov. 2–DALLAS
Nov. 9–at New York Giants
Nov. 16–at St. Louis
Nov. 23–OAKLAND
Nov. 30–MINNESOTA
Dec. 7–at Atlanta
Dec. 13–at Dallas (Sat.)
Dec. 21–PHILADELPHIA

NATIONAL FOOTBALL CONFERENCE STANDINGS

Eastern Division	Western Division
Central Division	

I love tobacco. I don't smoke.

Walt Garrison, football and rodeo star.

If I'm a guy who loves tobacco, how come I never take a puff?

Well, because I use "smokeless tobacco."

All it takes is a pinch of "smokeless" in between my cheek and gum. Feels real relaxin' in there. And I get full, rich tobacco pleasure.

Another thing is, "smokeless tobacco" can't tie up my hands. So I can use it no matter what I'm doing.

If you'd like to go "smokeless," here's what you do. Just look for three great brands.

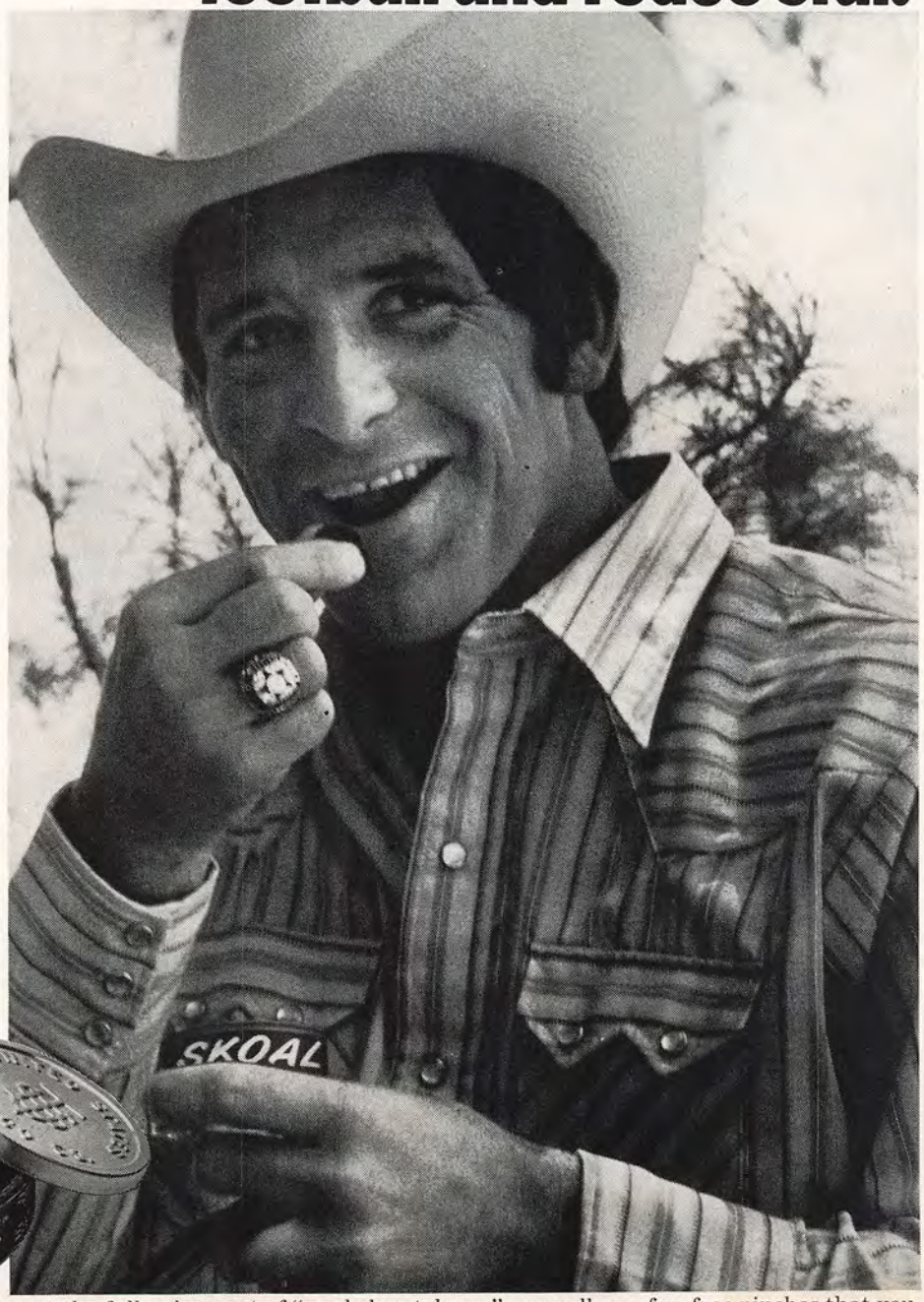
There's Skoal, my favorite, which has a wintergreen taste.

Copenhagen, a straight tobacco.

And Happy Days Mint. All three dated for freshness.

They'll each give you the tobacco pleasure you're looking for.

Smokeless tobacco. A pinch is all it takes.



For a free booklet that explains how to get the full enjoyment of "smokeless tobacco"—as well as a few free pinches that you can try for yourself—write to "Smokeless Tobacco," United States Tobacco Company, Dept. N99, Greenwich, Connecticut 06830.

Official

STEVE BARTKOWSKI AND THE ALL-AMERICAN LOVE STORY

By Wells Twombly

And now the number one choice in the National Football League draft will try to win the hearts of Atlanta.

It is time now for all dues-paying romantics to turn in their scented candles, their phonograph records with the soft, sultry tunes, and their books of poetry with the tear stains on the margins. There is no need to stay up late sobbing over old movies starring Ingrid Bergman. This is a hard, cynical world and there is no use avoiding the fact that one of the sweetest love stories of the past few years was little more than a publicity stunt staged by the promotion department of a San Francisco newspaper, proving that there is at least one city in America where creative journalism hasn't perished.

Let your minds slip backward, ever so gently, to last year's college football season. Remember that admirable young quarterback from the University of California who had it all—athletic skill, academic prowess, innocent good looks, and a personality that made you wish your sister had brought him home to meet your parents? What he didn't have was a hard-slamming, full-tilt publicity department spending an obscene amount of money bringing his face and his accomplishments to the attention of the dubious creatures who are selected to fill out All-America ballots.

This is not a condemnation of the athletic department or the public relations director at the Berkeley campus. It is simply the policy at Cal to keep things in perspective. If the high-powered wowsers at Ironjaw University wish to spend $20,000 on four-color, slick paged brochure explaining why tackle Hinchley (Gorilla) Smith ought to be honored, that is their business. If some Golden Bear is sturdy enough he will be recognized on his own merit, the theory goes. It is probably a very healthy attitude.

Still, a lot of people living on the shores of San Francisco Bay thought it was a filthy shame, because if you don't like Steve Bartkowski your soul is too warped to be impressed by Tom Swift or Frank Merriwell or Pat Boone. It may even have been incidental that he was a good enough forward passer to merit most of those plaques, scrolls, and silver peanut dishes they give out annually to the nation's most physically fit undergraduates.

Most of the journalists who were aware of his ability were convinced that he wouldn't make it. All-America athletes are conceived in the spring, and very rarely in the fall. Early in April a public relations man begins to pluck his magic lyre and the beat never ceases.

The University of California was on probation, paying for the needless blunders of a previous athletic department. That meant Bartkowski would never appear on national television as long as he remained an undergraduate. He would never be mentioned in pregame publicity for the bowl festivals. In short, he seemed to be a certain loser because of his environment, not because of his capabilities. Professional teams had their espionage agents in the stands and they were openly amorous. "I don't care who makes All-America," said Norm Pollom of the Los Angeles Rams. "Right now Steve Bartkowski gets top marks for delivery, size, timing, poise, and vision. He's the top college quarterback in the country. A year ago he was a good prospect. This year he's a brilliant prospect."

It could have ended in utter failure because voters were largely inclined toward left-handed David Humm of Nebraska, who had received most of the preseason publicity. However, fate and Frank Cooney of the *San Francisco Examiner* were waiting in the lobby of the Sherwood Inn in Seattle. Also present was this lovely young woman named Kathi Arnason, who was a volunteer greeter.

Somehow it occurred to her that it might be beneficial to her social life if she were introduced to some eligible young man. Cooney explained that he was 26 and comfortably married. Being a humanitarian though, he escorted her to the coffee shop, where the finest male specimen on the entire Cal team was sipping a soft drink. Cooney recalls telling her that she was not only about to meet a fellow who was an extraordinarily amiable person but who was about to become quite rich as soon as the National Football League had its draft. She giggled and said she thought she'd at least like to be introduced to such a person.

Now there was absolutely nothing wrong with Kathi Arnason, who could only be described in exotic superlatives. Not only was she highly intelligent and warmly poised, she was physically favored by nature, a blond of artistic design. And it was a nice thing Cooney was doing. When he saw the couple standing under a tree in the hotel garden later, talking like sunbeams were streaming through their brain cells, he felt pretty good about the whole matter.

The next afternoon, Bartkowski went out and set a school record for total yardage with 309 yards as Cal decimated Washington 52-26. Being the gallant sort, Bartkowski said, "That entire show was just for her . . . just for my Kathi." At least that is what Cooney said he said. There is no reason to question the man's ethics as a journalist. Afterward, Bartkowski begged the California coaching staff to let him stay over and spend one more day with the woman he loved. There was some confusion over whether permission had been granted or not. It had not been, so Bartkowski got on board the chartered airliner somewhat less than happy.

They talked to each other on the telephone all week, speaking as long as three hours. The romance was reported in the most intimate detail in the pages of the *Examiner*. The wire services suddenly got interested. It was getting more exciting than daytime television. With each installment, it was mentioned that Steve Bartkowski was leading the nation in passing. Kathi announced that she wanted to come down to see Bartkowski play the following Saturday at Berkeley. It wasn't true love, not really. But nobody knew it at the time. It was infatuation at first sight and nothing more. What did it matter? As a fighter, Bartkowski hadn't been getting the attention necessary to get him elected to an All-America team. As a lover, he was succeeding wildly. There were few papers that didn't carry the story.

"She wants to come down, but she doesn't have any money to travel," Bart-

He could pass for an Eagle Scout in search of a merit badge. He does not smoke, hardly ever swears, and thinks one cold beer is all the alcohol one needs.

kowski reported dutifully when Cooney made his daily call.

"I'll see what I can do," said Cooney.

Craftily, the reporter went to see Charles E. Gould, the *Examiner's* publisher whom he knew to be obsessively fond of apple pie, motherhood, Fourth of July firecrackers, and old-fashioned love stories. Would the newspaper be willing to fly Miss Arnason to Berkeley? This would accomplish three splendid purposes: (1) Love would presumably be served, (2) the *Examiner* would have an exclusive story, and (3) the wire services would pick up the story mentioning Bartkowski's football ability and, therefore, placing his candidacy in front of the All-America voters in time to get him elected.

By George, said Gould, it was the *Examiner's* civic responsibility to bring these two immortal lovers together. Gad! Spare no expense!

There was Kathi in the stands at Berkeley's colorful old stadium in Strawberry Canyon, the autumn warmth merging with her blond hair as she posed for pictures. Only the *Examiner* knew the location of her seat. There was Steve doing his best to make the story even better by breaking the school's single-season passing record, running his total to 2,262 yards and beating Washington State 37-33. All the story needed was an immortal love theme burbling in the background.

"He was magnificent," said Kathi, literally cooing.

A month later, the late votes were in and Bartkowski was the consensus All-America, the finest come-from-behind candidate since Harry S Truman. Not that he didn't deserve it. Bartkowski had led the nation in passing with 2,580 yards and threw an incredibly low number of interceptions, only 7 in 325 attempts.

It would be nice to report that Kathi and Steve are engaged right now, that they plan to be married as soon as Bartkowski's first season with the Atlanta Falcons is completed. But the romance, alas, was too fragile. They write to each other occasionally, but nothing seems to have come of it. Both date other people now. They realize that the warmth is gone.

"It was nice for awhile," said Bartkowski, sighing. "At least we had a chance to see if it was real. You can't beat that. If it hadn't been for Cooney and his publisher, neither of us would ever have known whether it was infatuation or true love. It didn't hurt either of us. It got me the attention I needed to get All-America votes and a modeling agency saw Kathi's pictures on the wires and promised her a fine job. I guess a lot of people will be disappointed that it didn't work out differently."

It is one of those days that would amaze and amuse the late Samuel L. Clemens, who, under his pen name, Mark Twain, once insisted that the coldest winter he ever spent was a summer in San Francisco. Even as the Hari Krishna monks chant and whirl by the cable car turntable where Powell Street comes sliding down Nob Hill to Market Street, Steve Bartkowski is rubbing the perspiration off his forehead.

These are days spent in limbo for Steve Bartkowski. After he was drafted number one by the National Football League, he spent a great deal of time in Atlanta talking with the coaching staff.

"Hey, I always wanted to play either in California or in the South," he says as he strides along. "They take their football serious here in California and I guess they are even more serious in the South. Oh, wow! Can you imagine that? I was real pleased when Atlanta drafted me."

That is the way Steve Bartkowski talks and acts. He is probably the most vicious personality to attempt to play quarterback since that vile creature Billy Wade was throwing passes for the Chicago Bears in the early 1960s. Like Wade, he could pass for an Eagle Scout in search of a merit badge. He does not smoke, hardly ever swears, and thinks one cold beer after practice is all the alcohol anyone really needs. Bartkowski's concept of a mad weekend of debauchery is taking his red setter, Gina, up in the hills to go fishing.

Steve Bartkowski is tall (6 feet 4 inches) with long flowing yellow hair, just like George Armstrong Custer. A young lady seated three tables away is so fascinated that she utterly ignores what her father is saying to her. She seems transfixed. ("Amy! Amy! Are you listening to what I'm telling you?" he asks. "Amy! Pay attention to your father. This is important.") Reluctantly, she turns her face back toward her male parent. Her eyeballs keep sneaking back toward Bartkowski, who hardly seems to be aware of his disruptive good looks. His voice is filled with pubescent innocence. It hardly seems possible that he is 21 years old and generally considered to be one of the best quarterbacks to come out of college since Joe Willie Namath left Alabama a whole decade earlier.

"I never really expected all this to be happening to me," he says. "It's a whole different experience. What I'm going to do is enjoy it. I mean, the whole thing . . . being the first player selected in the draft and everything."

He sits there studying the menu in the darkness. A bullet of humor speeds across his brain.

"Do you know that of the last four guys taken first in the draft, three of them were Polish?" he says, savoring the deliciousness of that observation for later. "There was Walt Patulski, John Matuszak, and Steve Bartkowski. The only guy breaking up our streak was Too Tall Jones. Only time I met Too Tall, I told him that if the trend continued in a few years the National Football League would be 75 percent Polish and 25 percent black. He laughed and said that I could call him Too Tall Joneski."

From the moment a pretty blond nurse held his only son up against the glass of a hospital nursery, Roman (Bart) Bartkowski was convinced that he had sired a major league baseball player. He wanted nothing else. He himself had almost pitched his way onto the Chicago Cubs' roster and just barely failed. It had ravaged his spirit when he realized that he got no higher than Triple A minor league competition. Oh, there was a time when Bart Bartkowski, as the people in Des Moines called him, was capable of dreaming extravagant dreams. From 1946 to 1954 he ground his innards out in the bus-and-hamburger leagues, earning as little as $175 a month. It was a nerve-

Peter Read Miller

His dad, his trophies, his favorite corduroys.

mangling occupation because everybody wanted to be a baseball player then.

As it often happens with men who somehow become frustrated in their own athletic careers, Roman Bartkowski had his only son on the front lawn swinging at a hollow ball with a plastic bat when the child was less than two years old. Roman Bartkowski was not discouraged when Steve stayed small and thin-legged an agonizingly long time. It did not bother him when the boy failed to play much when he started the Little League program at age nine. Like so many others living the same plot, he was convinced that he would eventually be recognized, not as a great athlete himself, but at least the father of one.

"For a long time, he worked so hard teaching baseball to Steve that I was afraid he'd get neurotic about it," said Helen Bartkowski. "But he loved getting his father's attention. Not too many other kids he knew had a father who was as interested as him."

The Bartkowskis raised their child in the warm simplicity that is typical of the Catholic middle class. Above the fireplace, there is a picture of their son throwing a football. On the opposite wall there is a painting of the Sacred Heart of Jesus. They preferred quiet neighborhoods and religious holidays that were spent partly in church and partly at play.

"He didn't grow until we came to California," said Helen Bartkowski, who calls her husband Bart. He calls her "Irish."

By the time he was in junior high school, Steve Bartkowski was reducing every sport he played to shambles. All at once, he couldn't stop growing. He was already 6 feet 4 inches in the eighth grade. Now Roman Bartkowski was starting to fear that his son might get too big to play baseball. The kid was engaging in basketball and football, but his father was convinced that these were simply means of staying in shape in the off-season. After all, a kid couldn't be expected to play baseball all year around.

The family crisis occurred the first week Steve Bartkowski walked across the campus at Buscher High School in Santa Clara. The football coach stopped him and mentioned the fact that the first practice was that Thursday and to stop by the office just off the gymnasium to pick up the permission forms for both his parents to sign. Roman Bartkowski was distraught.

"Absolutely not!" he said. "And don't try to talk me out of it, Irish. He could get hurt and never play an inning of baseball the rest of his life."

"Bart," said Helen Bartkowski, "the child can't go through life afraid of being hurt. What kind of baseball player will he make? Be reasonable."

At that point, Roman Bartkowski felt that he had been as reasonable as anybody who thought he had been raising a major league first baseman could be expected to be. So Helen Bartkowski did the logical thing. She took the permission form and signed her name on the first line. On the second line she forged her husband's name. It was a very artistic signature, one copied from a canceled check. It would have stood up in a court of law, she decided, years later. It was two weeks before Roman Bartkowski knew what had happened. His son showed up at the supper table with a slight cut on his nose. What happened? Got that playing football, dad.

"He explained to me that he was going out for quarterback and he had a pretty good chance of making it," said Roman Bartkowski. "I thought to myself, 'Well, why not? Steve's got a lot of intelligence. He's big and he's strong. He loves to throw that football. He ought to be able to take care of himself.' Then I start thinking, 'How did he get permission to play when I wouldn't sign?' I'm about ready to ask when I realize that Irish has slipped out the door."

It is still impossible to determine who's telling the truth and who's making up heroic lies at Buscher High School in Santa Clara. The record does show that Steve Bartkowski scored 52 points in 28 minutes in one basketball game. He is supposed to have hit at least three home runs that traveled 500 feet or longer. They say that one afternoon in practice he sent a pass sailing 103 yards because somebody wanted to know just how powerful his arm was. He is alleged to have high jumped over seven feet in his baseball clothes, also for the hell of it. They stop just short of saying that he stopped runaway freight trains with his bare hands. His last two years, he threw for a total of 3,105 yards and 36 touchdowns. Poor Roman Bartkowski saw a lot of scouts. Some of them were from major league baseball teams. The rest were from colleges. There were 146 scholarship offers.

Everyone thought he would follow another Santa Clara resident, Jim Plunkett, to Stanford. For weeks, Bartkowski thought about it. All the while he was trying to make up his mind, representatives of the Kansas City Royals, who had taken him in the baseball draft, were telling him how college football ruins good baseball prospects.

"They kept telling me that they had taken me on the first round and that in three years I'd be their first baseman," he said. "My father was kind of torn. He wanted me to pick baseball, but he wanted me to go to college, too. I don't know which was stronger. He did the best thing: He told me to do what I wanted. I figured that if I went to Stanford, I'd always be compared to Plunkett, one of the all-time great college quarterbacks. It struck me that Cal was way down, the same place Stanford was when Plunkett got there. I'd be Cal's answer to Jim Plunkett. That's the way I

His mother: "On his birthday as a sophomore, he blew out the candles. I asked him what his wish had been and he said, 'I just want to be number one at Cal, mom.'"

was thinking when I was a senior in high school. I was going to take Cal to the Rose Bowl. Wow!"

When he was a freshman, the school went on probation for three years, wiping out his entire varsity career. He would not be seen on national television and Cal would not be eligible for postseason games. As a sophomore, he started against Colorado and strained his elbow, playing very little the rest of that season. Steve Bartkowski began to seriously ponder two possibilities (a) quitting to play baseball or (b) transferring to San Diego State. It wasn't the probation. It wasn't the fact that he had been listed as being no better than the second-string quarterback behind Vince Ferragamo his junior year. It was something else, something closer to the strong streak of Jack Armstrong-ism in his soul.

"The students at Cal were still badmouthing athletics when I was a sophomore," he said. "I didn't see anything wrong with playing football. But I kept hearing how it was a militaristic, establishment sport that dehumanized people and all that. It got so when I was a sophomore and people asked me what my interests were, I'd tell them I was a sociology major. I wouldn't even mention football. That bothered me. I was denying something that I genuinely love."

As a baseball player, he seemed to be making incredible progress. Cal coach Jackie Jensen, the former major leaguer, suggested that he try catching and he was named All-America, setting school records in several categories while batting .344. He joined the semipro Summer League in Kansas, which is largely subsidized by professional baseball and batted .436. Scouts told him that if he cut out the nonsense about football, he could count on a $100,000 bonus. But along came Mike White, who talked him into playing football one more year.

"I was convinced everything was going to go right for me in football," he said.

As it turned out, Bartkowski's junior year was a montage of horrors. The football headlines all seemed to involved Ferragamo's name; in the spring, Bartkowski stopped hitting. Somebody discovered something about him and he had trouble getting the ball out of the field. He decided that the same thing might have happened to him if he were in his third year in the minor leagues. So he quit baseball and asked White what it would take to push Ferragamo out of the way.

"Hard work," said White, who has this fascination for simplicity.

As it turned out, that wasn't even necessary. Ferragamo decided that he had had quite enough of Cal and transferred to Nebraska. There stood Bartkowski, all alone.

"I knew way in advance that Steve was going to turn toward football," said Helen Bartkowski. "On his birthday when he was a sophomore, we had this gathering of friends. When he blew out the candles I asked him what his wish had been and he said, 'I just want to be the number one quarterback at Cal, mom.'"

He told Jensen that he would try to play his senior year, if it worked out (it didn't). He would only play first base where he was comfortable and he would be doing it only for pleasure. He had made up his mind which he wanted to be. Jensen, who was All-America in both sports and chose to play major league baseball, said he knew just how Bartkowski felt. If he was there, fine! If not . . . well, every young man has to start making decisions sometime.

On the Tuesday morning after he signed a four-year contract that Atlanta Falcons' general manager Pat Peppler said would make Bartkowski the most affluent—was it really for more than $700,000?—rookie in the history of the National Football League, the quarterback did a most unusual thing. He took his own money and rented a conference room at the Berkeley Marriott Hotel. He ordered some coffee and rolls and invited people in the communications industry that he particularly liked to come by for a little farewell party.

"I would have signed for a whole lot less and I told the Falcons that," he said. "All they had to do was reduce ticket prices. Any time they want to pass the savings on to the customer, I'm willing to take a pay cut. I'm firm about this. It's not just talk. I love football, but I'm afraid that salary demands are going to price the game out of existence. If the NFL were an all-volunteer army, I'd serve. Even if it meant taking a full-time job somewhere else and practicing nights."

Good grief, he even instructed his agent not to ask for a no-cut contract. If Steve Bartkowski couldn't make it, he didn't want to be paid for not playing. For a moment, he seemed to glitter in the early sunshine. Perhaps it was true that the darkly mysterious era of the anti-hero in athletics was beginning to fade.

When he arrived in Atlanta to sign his contract, the three television channels interrupted their programming to announce that his jet had touched down. The next afternoon, as he wandered through the streets, people kept coming up to him, welcoming him to Georgia. Bartkowski was deeply pleased.

"You have no idea how wonderful it is to be treated like that," he said. "Makes you want to get right out there and play football as hard as you can."

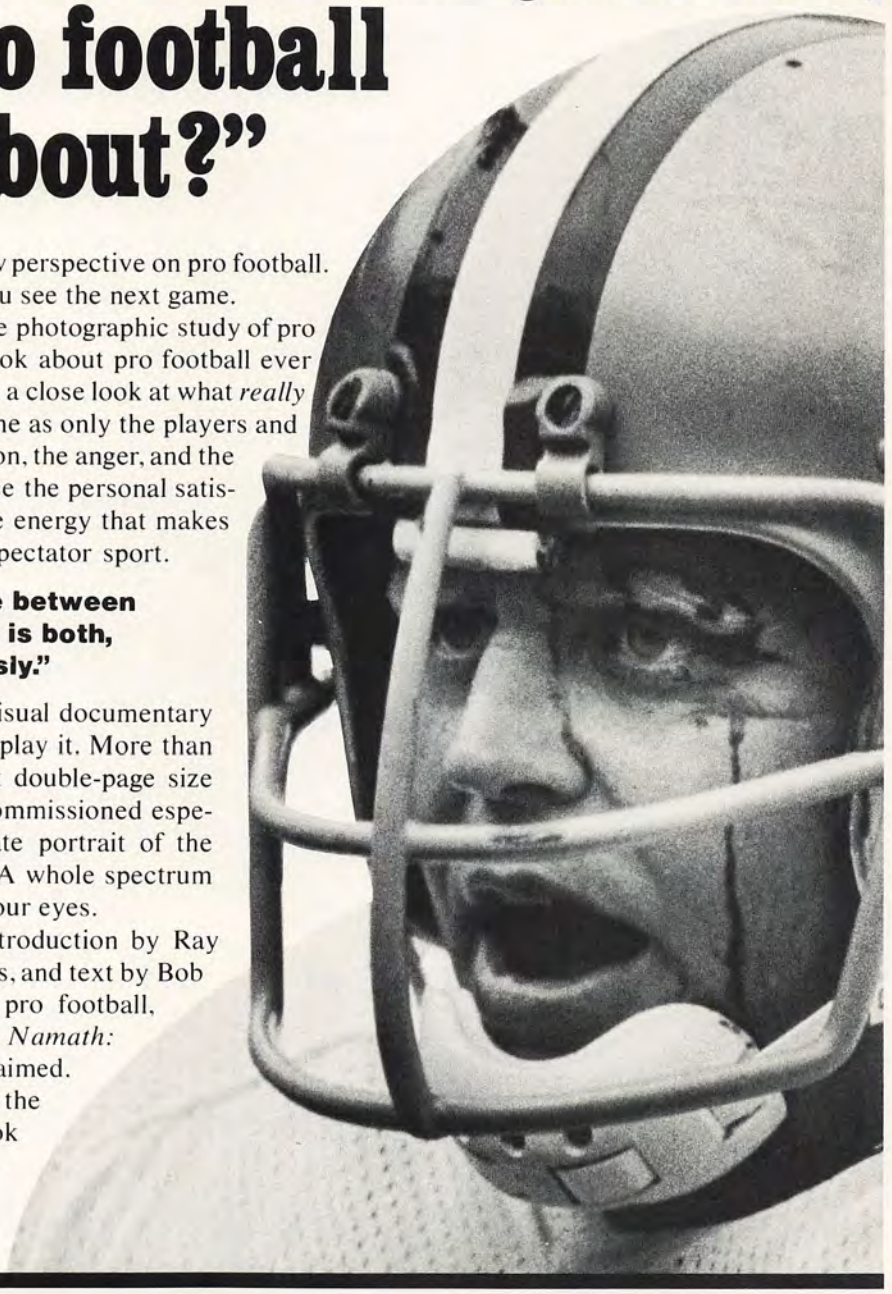
In the living room of his parents' home, Bartkowski sat underneath the painting of Jesus, stroking Gina's noble head. The romantic angle had certainly been a help. Because of it, he had been named to four of the six most important All-America teams. He was invited to three postseason all-star games.

The great romance made interesting reading, but it gave Bartkowski a lot of grief. He still frets over Kathi Arnason and whether her feelings might have been hurt in some minute manner. It would have been nice if it had all worked out. She was a lovely girl. She lingers there in his memory, all fresh and shining. However, there are so many pretty girls in Atlanta who haven't even been introduced to Steve Bartkowski yet. Still, Kathi was special.

"Don't you believe him," shouted Helen Bartkowski. "That nice Kathi was very much in love. It could have worked out just fine. My son is plain fickle." "Quiet, Irish!" said Roman (Bart) Bartkowski. Why kill a story everybody loves?

Wells Twombly is a columnist for the San Francisco Examiner.

Take away the color, the crowd, and the score. Then ask yourself, "What's pro football really all about?"



Here is a book that provides a whole new perspective on pro football. It could fundamentally alter the way you see the next game.

A Game of Passion is a big, 256-page photographic study of pro football. It may be the most honest book about pro football ever produced. *A Game of Passion* gives you a close look at what *really* happens in pro football. You see the game as only the players and coaches see it. You witness the frustration, the anger, and the pain of pro football. You also experience the personal satisfaction, the joy, the excitement, and the energy that makes pro football America's most popular spectator sport.

"Football does not alternate between violence and precision; it is both, together, continuously."

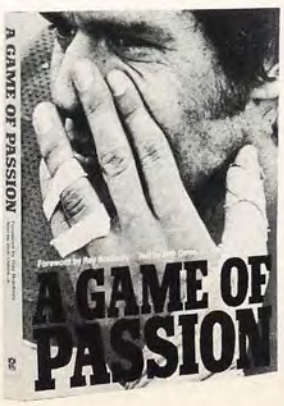
A Game of Passion is a powerful, visual documentary on how the game affects the men who play it. More than 150 photographs—many reproduced at double-page size (12" x 18¾") and most of which were commissioned especially for this book—create an intimate portrait of the emotional intensity of this great game. A whole spectrum of human emotions will unfold before your eyes.

A Game of Passion features an introduction by Ray Bradbury, one of America's finest writers, and text by Bob Oates, Jr., whose previous works on pro football, including *The First 50 Years* and *Joe Namath: A Matter of Style*, have been highly acclaimed. The text contains new insights into the nature of professional football. This book explains the player's passionate involvement with his game as no other book has ever done.

***PRO!* Readers Save $3**

For a limited time, *A Game of Passion* is being made available to *PRO!* readers at a special money-saving price. You save $3 off the regular bookstore price of $17.95.

Take advantage of this special offer to obtain the most unique book about pro football ever published. Mail this coupon today.



Please send me ____ copies of *A Game of Passion* at $14.95 (a $3 savings).

Name _____

Address _____

City _____ State _____ Zip ____

Send your check or money order along with this order form to: A Game of Passion
P.O. Box 867
Winona, Minnesota 55987

☐ check ☐ money order enclosed D

Cordoba

The New Small Chrysler

An automobile of extraordinary character and dignity.

This is Cordoba. The new *small* Chrysler. With the warm colors of wood in a finely detailed instrument panel . . . and the rich colors of earth in the deep shag carpeting. The soft warmth of glowing lamps in five separate locations. And the thick cushions of contour seats . . . available in rare hues of crushed velour, or fine Corinthian leathers. You're invited to see Cordoba at your Chrysler-Plymouth dealer's. Luxurious, yet surprisingly affordable. Cordoba. The new *small* Chrysler.

PRO! TALK

A CONVERSATION WITH MICK TINGELHOFF

Interview by Rick Smith

An old pro who still commands respect.

Centers probably are the most anonymous players in football, a perfect example being the Minnesota Vikings' Mick Tingelhoff.

The day after Super Bowl IX in New Orleans, Tingelhoff visited a shop in the city's French Quarter. The clerk struck up a conversation.

"Did you come down for the game?" he asked. Tingelhoff replied that he had. "I hope you were dressed warmer than you are now," the man said, taking note of Tingelhoff's short-sleeved shirt and the fact the game between the Vikings and Pittsburgh Steelers had been played in 46-degree weather.

"How did you stay warm?" the clerk persisted. "Oh, I just kept moving around," said Tingelhoff, stepping up to the counter to make his purchase.

The man, blissfully unaware he was talking to a 13-year NFL veteran and the Vikings' starting center in three Super Bowls, counted out the change and wished his customer a happy day.

"Actually, I've had a lot of publicity up here," says Tingelhoff, "so I really haven't thought much about being an 'anonymous' player."

Tingelhoff also is secure in the knowledge that even if the public isn't aware of him, his teammates are, because of the demands of his job.

Looking back over almost a decade and a half in the NFL, Tingelhoff can point out at least two games in which he felt he was the actual difference between a Vikings' defeat and victory.

"In my second year, we were playing Baltimore at home. As the center, I controlled the offensive line blocking for our team. We were leading Baltimore with a minute to go. We had the ball, and we ran this play to the left side. I had to block the outside linebacker, Bill Pellington. I just barely got him, and we came right back with the same play to the right side. Third down, three yards to go. I was in the huddle when the play was called, and I was thinking, 'I may not get to the linebacker. Maybe I should have the guard block him and I'll block the guard's guy.' I was young, and I didn't call what I should have called, and I knew it. The linebacker shot over there, I missed him, and he nailed Tommy Mason for no gain. We had to punt the ball, and Johnny Unitas beat us with a last-minute touchdown pass, thirty-seven to thirty-four.

"I remember thinking it was my fault. In that situation, a center could have won the game very easily. If I'd made the right call, the guard could have gotten the linebacker, and I'm sure Mason could have made three yards, or possibly more, and we would have held the ball."

In another game the following year, Tingelhoff turned the tables on the Colts.

"Tommy Mason also was the ball carrier. They were blitzing a linebacker up the middle. On this play, it was my job to block back on the defensive tackle. Well, in the split second after I snapped the ball, I saw the linebacker coming, and I let my tackle go and cut down the linebacker. Mason went right up the middle fifty yards for a touchdown, and we won the game twenty-eight to twenty.

"It was a split-second judgment call, and I made it right."

From the end of one play through the execution of the next, what are your responsibilities?

"The center is sort of the leader of the offensive line. The quarterback is the leader of the team, and next to him it's usually the center. You've got to set the huddle, get things going, get the team up to the line of scrimmage, get your stance, and make sure the offensive linemen are lined up with you. In our offense, I call out the defense I see, we block accordingly, whether they're in a three-four, a four-three, a five-two, or whatever.

Do you audibilize much?

"Not much. Not in our system. Some centers, they may call different things. But on our team, we're pretty well set. We block the defense. Then, of course, we have to snap the ball on time, on rhythm, and we've got a blocking assignment. So actually, we've got four or five things to think about all the time, plus I've got to think about the guy I'm going to block, how I'm going to block him, and whether I might want to change assignments with my guard or tackle. I don't look at the secondary at all, just the line and the linebackers.

"Usually, you can tell what they're going to do on defense by looking at the tackles and linebackers. Experience gives you a lot of keys. When we break the huddle, I can tell if the linebackers are going to blitz. Maybe they're leaning a little. You pick up the sign."

Are those the type of keys you look for?

"The offensive linemen sit together during the film. We'll look at a tackle, and maybe the guy will have a good inside move, and you know this. You've played against him. Maybe he drops his foot back, or maybe you can see the middle linebacker leaning just a little bit. You know he's blitzing. Or maybe when he plays this defense, he plays a little closer to the line of scrimmage than he does in another defense.

"A center can be a tremendous asset. He can hustle, hit hard, call out the defenses, and help the other linemen."

What was it like, playing against Dick Butkus all those years?

FRIZZELL INSURANCE COMPANY

Insurance and Bonding

- AUTO - HOMEOWNERS
- COMMERCIAL INSURANCE SPECIALISTS
- LIFE & GROUP INSURANCE

Representing These Fine Companies:

AETNA • TRANSAMERICA
KEMPER • TRAVELERS
ST. PAUL • CONTINENTAL
CRUM & FORESTER
NORTHWESTERN NATIONAL

Serving The Englewood-Littleton Area

761-3915

333 W. HAMPDEN AVE.
FIRST NATIONAL BANK BUILDING
ENGLEWOOD, COLO. 80110

"He'd try to jam your signals. He used to spit on my hands when I was snapping for extra points. He cheated a lot, and got away with a lot, probably more than most middle linebackers. He'd yell, 'Hut,' when your quarterback was calling signals, and that was illegal. Then you'd tell the officials, and Butkus would come running over yelling, 'That's my signal to move my linebackers,' or, 'That's my signal to move my tackles.'

"We're pretty good friends, actually. He was a helluva competitor. He wasn't a dirty ball player, like people think. He was super aggressive, but he played the game the way it should be played. Oh, he was an ornery guy, always teasing and holding and goofing around a lot. But he really could nail you."

Did you ever get belted when you were snapping the ball on points after touchdowns, punts, or field goals?

"A couple times, but the cleanest I ever got hit was by Leo Nomellini. He hit me with a forearm the moment I snapped the ball and really dropped me. I wasn't knocked out — I've never been knocked out — but I sat down, right there."

It must be a thankless job.

"Absolutely. I do all the snapping for us. Never had one go over a man's head, although I've had some go high. It's not caused by thinking too much; it's just the opposite. If you concentrate, you can do it. But if you're thinking about something else — say, you're thinking about getting hit, or covering the punt return, or wondering if they're going to try to block the kick — you're in trouble. You've got to snap the ball, then think about it. Then you've got to tell yourself, 'I'm going to get nailed everytime I snap . . . as soon as I snap, I'm going to get busted.' If you know that, you can accept it. Butkus used to come running full speed from the goal posts sometimes."

Which opponent has had the best defense?

"I can't really say one defense is any better than the other. You can argue all day about that. The odd defenses, people have been talking about them for quite a while. They don't do as much to the center as everyone says. Reporters get hung up on a thing. Five, six, seven years ago, it was the blitz. Well, the blitz is dead, almost out.

"I don't think the odd man has done anything to change the center. They had odd defenses when I eame up. They've always had some."

But doesn't having a man right over you, such as Pittsburgh had in the Super Bowl, place you at more of a disadvantage than a guard or tackle?

"True, but we've got guards and they can block down on a guy. We can step around the guy, and the coach has got some great plays. It matters not to us whether they play an 'over,' an 'under,' or a five-two. There's ways of attacking it. That's how we approach it.

"People think that teams play an add defense to get the center. That's not true. That just happens to be that team's theory of defense."

How many times have you snapped the ball in your career?

"Geez, I'd like to know. I'd really like to know. Twenty-thousand times? Probably more. I bet I snap it maybe two-, three-hundred times a practice."

How did Dodge Colt put so much in such a little car?

Introducing the '75 Dodge Colt Carousel hardtop. It comes with all the good things listed here, as do all the other Colt models: 2-door coupe, 4-door sedan, 4-door wagon and the Colt GT.

Prices start at $2,945.**

*Based on EPA test results for 1975 Dodge Colt, 1600 cc engine. 30 mpg highway cycle and 20 mpg city cycle.

**Manufacturer's suggested retail price for a '75 Dodge Colt coupe. Not included are state and local taxes, destination charge, license and title fees, and Dealer preparation charge, if any.

NO.1 FOR THE MONEY IS DODGE

CHRYSLER MOTORS CORPORATION

Dodge
Dodge Trucks

Dodge Country USA Littleton
Dodge City Lakewood
Skyline Dodge Denver
Northglenn Dodge Northglenn

Aurora Dodge Aurora
Art Riffle Dodge Loveland
Hitt-Graham Dodge Greeley
Jim Carlin Dodge Colorado Springs

Markley Motors Fort Collins
St.Vrain Chrysler Dodge Longmont
Hadad Motor Sales Trinidad
Brighton Dodge Brighton

BRONCO COACHING PROFILES

RALSTON

Head Coach
John Ralston

Pro Career: Appointed head coach and general manager of Broncos in 1972 following 9 years as head coach at Stanford University where his teams posted a 54-36-3 record and won two Rose Bowl games in 1971 and 1972.

Background: Linebacker at Cal where he graduated in 1951. In 1951-52 assistant coach at Mt. Diablo High School, Concord Calif. Head coach at San Lorenzo High School, San Lorenzo, Calif. 1953-1955. Assistant at California-Berkeley from 1956 through 1958. Head coach at Utah State 1959-62. Record at Utah State was 31-11-1. Head coach at Stanford 1963-71. Pro record: 19-20-2.

Personal: Born Apr. 26, 1927 in Oakland, Calif. John and his wife Patty, have three children — twin daughters and a son.

COLEY

COLLIER

FREI

URICH

DALTON

GAMBOLD

MOORE

ASSISTANT COACHES

Max Coley, offensive coordinator and backfield; born Oct. 5, 1927, Wewoka, Okla., lives in Denver. Halfback Northeastern Oklahoma and San Jose State 1946-49. College coach: San Jose State 1955-59, Oregon 1960-68. Pro coach: Pittsburgh Steelers 1969-71, fourth year with Broncos.

Jerry Frei, offensive line; born June 3, 1924. Brooklyn, Wis., lives in Denver. Guard Wisconsin 1942, 46-47. College coach: Williamette (Ore.) University 1952-54. Oregon 1955-71. Pro coach: fourth year with Broncos.

Kay Dalton, wide receivers, born May 4, 1932, Moab, Utah, lives in Boulder, Colo. Tight end, Colorado State University, 1950-54. College coach: Trinidad State J.C., 1958-60. Western State College, 1961-65. University of Colorado, 1971-72. Pro coaching: Montreal Alouette, 1966, assistant; 1967-69, Head Coach and General Manager; British Columbia Lions, 1970. Second year with Broncos.

Joe Collier, defensive coordinator, born June 7, 1932, Rock Island, Ill., lives in Denver. End, Northwestern 1950-53. College coach: Western Illinois 1957-59. Pro coach: Boston Patriots 1960-62, Buffalo Bills 1963-68, head coach 1966-68, with Broncos since 1969.

Richard "Doc" Urich, defensive line; born Sept. 10, 1928, Toledo, Ohio, lives in Denver. End, Miami (O.) 1948-50. College coach: Miami (O.) 1951-54, Northwestern 1955-63; Notre Dame 1964-65, Head coach: University of Buffalo 1966-68, Northern Illinois 1969-70. Pro coach: Buffalo Bills 1971, fourth year with Broncos.

Bob Gambold, defensive backs; born Feb. 5, 1929, Longview, Wash., lives in Denver. Quarterback Washington State 1948-51. Pro back Chicago Cardinals 1953, Philadelphia Eagles 1954. College coach: Everett (Wash.) Jr. College 1955, Oregon State 1961-62, Stanford 1963-71, Pro coach: fourth year with Broncos.

Myrel Moore, special teams and linebackers; born March 9, 1934, Sebastopol, Calif., lives in Denver. Receiver Cal-Davis 1955-57. Pro defensive back Washington Redskins 1958. College coach: Santa Ana Junior College 1959-62, California 1963-71. Pro coach: fourth year with Broncos.

For the latest on the Denver Broncos and the Whole World of Sports...

KLZ is Current Current is KLZ

When the going is toughest, Mike Current tackles straight ahead, from the inside.

Mike Current... veteran staff offensive lineman for the Denver Broncos. Mike Current... veteran sportscaster of everything that's current in sports on KLZ.

Monday through Friday.
7:35 a.m. and 5:35 p.m.

KLZ Radio 56...

MAKING THE GOOD LIFE EVEN BETTER

BRONCO RECORDS

INDIVIDUAL LEADERS — CAREER

TOTAL OFFENSE

Player	Yrs.	Plays	Yards	Avg.
Frank Tripucka	4	1283	7651	5.96
Charley Johnson	3	842	6212	7.38
Floyd Little	8	1525	5921	3.88
Steve Tensi	4	889	5085	5.72
Mickey Slaughter	4	656	3884	5.92

RUSHING

Player	Yrs.	Plays	Yards	Avg.
Floyd Little	8	1516	5878	3.88
Otis Armstrong	2	289	1497	5.18
Don Stone	4	327	1273	3.89
Bobby Anderson	4	313	1281	4.09
Wendell Hayes	3	310	1192	3.84
Charlie Mitchell	4	349	1142	3.27

PASSING

Player	Yrs.	Att.	Comp.	Int.	Yds.	TD	Pct.
Frank Tripucka	4	1277	662	85	7662	51	.518
Steve Tensi	4	810	348	45	5253	38	.430
Charley Johnson	3	828	452	40	6217	47	.546
Mickey Slaughter	4	583	291	37	3617	22	.522
John McCormick	5	537	207	33	2791	17	.385
Jacky Lee	2	345	177	23	2314	16	.513

Best interception avoidance (100 or more passes) — .043 — Don Breaux, 1963

Best average gain per attempt — 7.85 — Don Breaux, 1963

Best average gain per completion — 1709 — Marlin Briscoe, 1968

Best completion average —.546 — Charley Johnson, 1972-1974

PASS RECEIVING

Player	Yrs.	No.	Yds.	TD	Avg.
Lionel Taylor	7	543	6875	50	12.66
Al Denson	7	250	4132	32	16.53
Floyd Little	8	186	2309	7	12.41
Bob Scarpitto	7	154	2602	26	17.00
Gene Prebola	3	100	1419	4	14.19
Bobby Anderson	4	84	862	2	10.26
Don Stone	4	84	813	7	9.68

PUNTING (100 or more punts)

Player	Yrs.	No.	Avg.
Jim Fraser	3	202	45.2
Bob Scarpitto	3	248	44.4
Bill Van Heusen	7	480	42.6

PASS INTERCEPTIONS

Player	Yrs.	No.	Yds.	Avg.
Goose Gonsoulin	7	43	542	12.6
Bill Thompson	6	19	445	23.4
Charles Greer	7	17	125	7.4
Willie Brown	4	15	195	13.0
Jim McMillin	3	10	176	17.6
Goldie Sellers	2	10	102	10.2

PUNT RETURNS

Player	Yrs.	No.	Yds.	Avg.
Bill Thompson	6	136	1591	11.70
Al Frazier	2	23	263	11.43
Floyd Little	8	81	893	11.02
Odell Barry	2	33	357	10.82
Charlie Mitchell	5	24	251	10.46
Charles Greer	7	45	425	9.44

KICKOFF RETURNS

Player	Yrs.	No.	Yds.	Avg.
Abner Hayes	2	43	1130	26.28
Floyd Little	8	88	2216	25.18
Bill Thompson	6	46	1156	25.13
Odell Barry	2	74	1856	25.08

SCORING

Player	Yrs.	TD	PAT	FG	Total
Gene Mingo	5	11	117–123	72–118	399
Lionel Taylor	7	50	0	0	300
Jim Turner	11	0	130–134	78–121	296
Floyd Little	7	49	0	0	294
Al Denson	7	32	0	0	192
Bob Scarpitto	5	25	1 (pass)	0	152

INDIVIDUAL RECORDS — SINGLE GAME

TOTAL OFFENSE

Most rushing and passing plays—
56 — Mickey Slaughter, at Houston, 12/20/64
56 — Frank Tripucka, at Buffalo, 9/15/62

Most yards gained—
447 — Frank Tripucka, at Buffala, 9/15/62
445 — Charley Johnson, vs. K.C., 11/24/74

Best average gain per play (10 or more plays) —
12.82 — Charley Johnson, vs. N. England 12/17/72
12.45 — Charley Johnson, vs. Oakland, 10/22/72

RUSHING

Most times carried ball —
32 — Cookie Gilchrist, at Boston, 9/24/65
31 — Otis Armstrong, vs. Houston, 12/8/74

Most yards gained—
183 — Otis Armstrong, vs. Houston, 12/8/74
166 — Floyd Little, at Cincinnati, 10/19/69

Best average gain per rush (8 or more rushes) —
11.00 — Dave Rolle, vs. Oakland, 10/2/60
10.38 — Billy Joe, at Boston, 10/18/63

Longest scoring run —
82 — Gene Mingo, vs. Oakland, 10/5/62
80 — Floyd Little, at San Francisco, 10/25/70
72 — Joe Dawkins, at Kansas City, 10/7/73

Longest non-scoring run —
68 — Henry Bell, vs. Los Angeles, 10/16/60
63 — Jim Krieg, vs. San Diego, 12/10/72

FORWARD PASSING

Most passes attempted —
56 — Frank Tripucka, at Buffalo, 9/15/62
53 — Mickey Slaughter, at Houston, 12/20/64

Most passes completed —
34 — Mickey Slaughter, at Houston, 12/20/64
30 — Frank Tripucka, vs. Houston, 11/6/60

Most passes had intercepted —
6 — Don Horn, at Green Bay, 9/26/71
6 — George Herring, at Houston, 11/26/61
5 — Mickey Slaughter, Frank Tripucka (twice each), Pete Liske, at Buffalo, 9/28/69
5 — Al Pastrana, at Kansas City, 12/6/70
5 — Charley Johnson, vs. San Francisco, 9/23/73

Most yards passing —
447 — Frank Tripucka, at Buffalo, 9/15/62
445 — Charley Johnson, vs. K.C., 11/18/74

Best completion percentage—(10 or more passes) —
.765 — Charley Johnson, at Oakland, 10/22/72
.765 — Pete Liske, vs. Cincinnati, 12/14/69
.733 — Frank Tripucka, vs. Dallas, 10/8/61

Most touchdown passes —
5 — Frank Tripucka, vs. Buffalo, 10/28/62
4 — Charley Johnson, at Houston, 10/14/73
4 — Marlin Briscoe, vs. Buffalo, 11/24/68
4 — Don Breaux, vs. Buffalo, 11/3/63
4 — Frank Tripucka, vs. Boston, 10/23/60

Most consecutive games with TD pass —
10 — Charley Johnson, 1973-74 (last 8 games of '73 and first 4 of 1974)
9 — Frank Tripucka, 1962 (span of 10 games, missed one game)
8 — Charley Johnson, 1973 (last 8 games)
8 — Steve Tensi, 1967
8 — Frank Tripucka, 1960-61

Most consecuive completions —
11 — Steve Tensi, at San Diego, 11/23/69
10 — Frank Tripucka, vs. Dallas, 10/8/61
9 — Frank Tripucka, at New York, 9/30/62

Longest scoring pass —
97 — George Shaw — Jerry Tarr, at Boston, 9/21/62
96 — Frank Tripucka — Al Frazier, at Buffalo, 9/15/62
90 — John McCormick — Bob Scarpitto, vs. Houston, 10/17/65

Longest non-scoring pass —
74 — Don Horn — Floyd Little, vs. Oakland, 10/10/71
74 — Pete Liske — Billy Van Heusen, at New Orleans, 11/22/70
72 — Charley Johnson — Floyd Little, vs. Oakland, 10/10/71
71 — Pete Liske — Frank Quayle, vs. Cincinnati, 12/14/69

BRONCO INDIVIDUAL LEADERS SINGLE SEASON

TOTAL OFFENSE

Player	Year	Plays	Yards	Avg.
Frank Tripucka	1960	515	3038	5.90
Frank Tripucka	1962	442	2901	6.56
Charley Johnson	1973	353	2463	7.49
Steve Tensi	1967	349	1919	5.50
Marlin Briscoe	1968	265	1897	7.16
Jackie Lee	1964	308	1886	6.12

Best average gain per play (125 or more plays) — 7.93 — Charley Johnson, 1974

RUSHING

Player	Year	Plays	Yards	Avg.
Otis Armstrong	1974	263	1407	5.35
Floyd Little	1971	284	1133	3.99
Floyd Little	1973	256	979	3.82
Cookie Gilchrist	1965	252	954	3.79
Floyd Little	1970	209	901	4.30
Floyd Little	1972	216	859	3.98
Floyd Little	1969	146	729	4.99
Joe Dawkins	1973	160	706	4.41
Billy Joe	1963	154	642	4.17

PASSING

Player	Year	Att.	Comp.	Int.	Yds.	TD	Pct.
Frank Tripucka	1960	478	248	34	3038	24	.519
Frank Tripucka	1962	440	240	22	2902	17	.545
Charley Johnson	1973	346	184	17	2465	20	.532
Steve Tensi	1969	286	131	12	1990	14	.458
Charley Johnson	1974	244	126	9	1969	13	.556
Steve Tensi	1967	325	131	17	1915	16	.403
Charley Johnson	1972	238	132	14	1783	14	.555

Best interception avoidance (50 or more passes) — .042 — John McCormick, 1963; Steve Tensi, 1969; and Pete Liske, 1970.

Best average gain per attempt — 8.00 — Steve Tensi, 1970.

Highest average gain per completion — 17.09 — Marlin Briscoe, 1968.

PASS RECEIVING

Player	Year	No.	Yds.	TD	Avg.
Lionel Taylor	1961	100	1178	4	11.78
Lionel Taylor	1960	92	1235	12	13.42
Lionel Taylor	1965	85	1131	6	13.31
Lionel Taylor	1963	78	1104	10	14.15
Lionel Taylor	1962	77	908	4	11.79

Best average gain per reception (20 or more receptions) — 21.10 — Bob Scarpitto, 1963.

PUNTING

Player	Year	No.	Avg.
Jim Fraser	1963	78	46.09
Bob Scarpitto	1966	76	45.79
Bill Van Heusen	1973	69	45.13
Bob Scarpitto	1967	105	44.88
Jim Fraser	1964	70	44.61

PUNT RETURNS

Player	Year	No.	Yds.	Avg.
Floyd Little	1967	16	270	16.87
Bill Thompson	1974	26	350	13.46
Al Frazier	1961	18	231	12.83
Odell Barry	1964	12	147	12.25
Bill Thompson	1973	30	366	12.20
Bill Thompson	1969	25	288	11.52

KICKOFF RETURNS

Player	Year	No.	Yds.	Avg.
Bill Thompson	1969	18	513	28.50
Goldie Sellers	1966	19	540	28.42
Al Frazier	1961	18	504	28.00
Floyd Little	1967	35	942	26.94
Abner Haynes	1965	34	901	26.50

PASS INTERCEPTIONS

Player	Year	No.	Yds.	Avg.
Goose Gonsoulin	1960	11	98	8.91
Willie Brown	1964	9	140	15.56
Goose Gonsoulin	1964	7	125	17.86
Goose Gonsoulin	1962	7	88	12.57
Goldie Sellers	1967	7	78	11.14

SCORING

Player	Year	TD	PAT	FG	Total
Gene Mingo	1962	4	32-34	27-39	137
Gene Mingo	1960	6	33-36	18-28	123
Jim Turner	1973	0	40-40	22-33	106
Jim Turner	1972	0	37-38	20-29	97
Jim Turner	1971	0	18-18	25-38	93
Gene Mingo	1963	0	35-35	16-29	83
Bobby Howfield	1970	0	27-28	18-32	81

Isn't Black Velvet smooth?
Just the thought of it can give you a good feeling.
Black Velvet® Canadian Whisky. The smooth Canadian.
IMPORTED
BLACK VELVET
BLENDED CANADIAN WHISKY
BLACK VELVET ® BLENDED CANADIAN WHISKY. 80/86 PROOF. IMPORTED BY © 1974 HEUBLEIN, INC., HARTFORD, CONN.

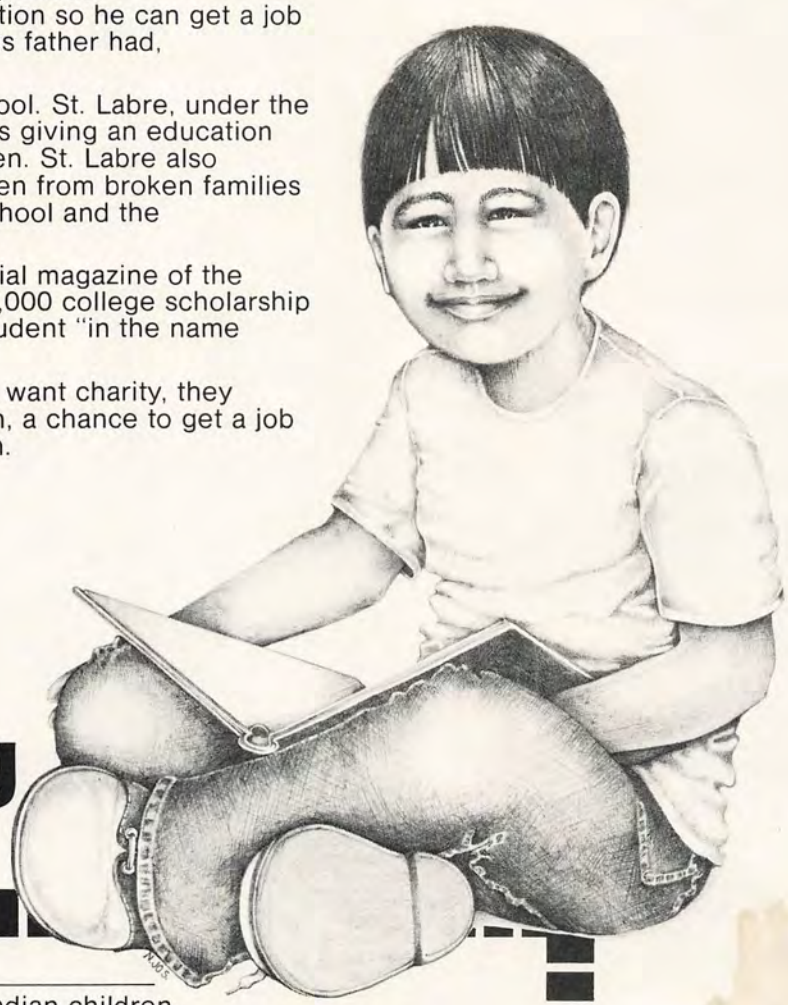
Johnnie Starving Bear has everything.

Safe drinking water, three hot meals a day, indoor plumbing, even a chance to get an education so he can get a job and support himself. Compared to what his father had, Johnnie has everything.

Johnnie goes to the St. Labre Indian School. St. Labre, under the direction of Reverend Emmett Hoffman, is giving an education and a future to nearly 1,000 Indian children. St. Labre also cares for orphaned youngsters and children from broken families at the Cheyenne Home. The St. Labre School and the Cheyenne Home need your help.

PRO! is helping. This year PRO!, the official magazine of the National Football League, will award a $3,000 college scholarship to a deserving St. Labre Indian School student "in the name of NFL fans."

Johnnie and his friends at St. Labre don't want charity, they want a chance. A chance for an education, a chance to get a job so they'll never have to ask for help again.



Without you, Johnnie has everything to lose!

I am contributing $_____
to St. Labre for the Indian children.
I understand that I will be receiving a one year subscription to *The Morning Star People,* the newspaper of the St. Labre Indian School.

MY NAME_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

SEND TO:

THE ***St. Labre Indian School*** ASHLAND, MONTANA 59004

THE FIRST BLACK PRO

By Milton R. Roberts and John Seaburn, with Dean Charles

The remarkable story of Charles W. Follis, who signed a pro football contract in 1904 with a Shelby, Ohio team.

Any halfway knowledgeable sports fan can tell you without going to a record book that Jackie Robinson broke major league baseball's color line in 1947 and that it was general manager Branch Rickey of the Brooklyn Dodgers who decided it should be done.

But even guys who win bar bets in sports trivia probably would be stumped if you asked them the men who did the same thing in football.

The names are Charles W. Follis and F. C. Schiffer.

Charles W. Follis? He was nicknamed the "Black Cyclone" and he became football's first black professional when he signed to play for the Shelby (Ohio) Athletic Club and its manager, Frank Schiffer, in 1904.

Now the origins of the black man in pro football are murky, clouded by rumor, by guesswork and error. Nothing about them is as clear as the image of Jack Roosevelt Robinson, the ebony panther, silencing the taunts of fans by tearing into second base after stretching a single into a double, spikes flashing high. He was the symbol of an era, of an America in social transition.

A lot of people have guessed about the first black pro football player.

Pick a name . . . Henry McDonald, who played for Rochester, New York in 1911 . . . Frederick (Fritz) Pollard, the fine little back out of Brown University who played for the Akron Indians in 1919 . . . Paul Robeson, later famous and controversial as an actor, singer, Marxist, a member of the Hammond Pros in 1920 . . . Fred (Duke) Slater, Rock Island Independents in 1922 . . . Joe Lillard of the Chicago Cardinals and Ray Kemp of Pittsburgh in the early 1930s . . . Marion Motley and Bill Willis of Cleveland and the All-America Football Conference in 1946 . . . Kenny Washington and Woody Strode of the Los Angeles Rams in 1946.

Just about every one of those players has been called the "first," somewhere.

But that didn't satisfy Milton R. Roberts of Lewes, Delaware, a football historian who has delved deeply into the athletic histories of nearly every black college and university in the United States.

First, he uncovered the fact that a black running back, Charles (Doc) Baker, played with the Akron Indians in 1906, 1907, and 1908. The *Akron Beacon Journal* published a picture of Baker. The calls and letters that followed indicated many people knew something about him. And that got Roberts and John Seaburn of the *Akron Beacon Journal* sports staff to thinking. If Baker was that well-remembered, maybe there was a black player in the area even earlier.

Digging in the archives of the Profssional Football Hall of Fame at Canton, Ohio, Roberts, Hall of Fame publicist Don Smith and researcher-librarian Jim Campbell came up with a picture of Follis.

End of search. The beginning of a new legend.

Charles Follis had been dead since 1910. But Roberts and Seaburn located a sister-in-law, Mrs. Joseph (Florence) Follis, in Wooster, Ohio.

Slowly, the lines began to connect.

©1975 by Milton R. Roberts and John Seaburn. All rights reserved.

A Virginian by birth, in 1879, Follis spent most of his life in Wooster, Shelby, and Cleveland—the early part of it working alongside his father, a farm laborer.

"Charles," said Florence Follis, "was the biggest of three brothers—six feet tall and about two-hundred pounds. All of them played all sports but they were good singers, too. They sang in a musical group."

Charles apparently was equally skilled at football and baseball (a Wooster newspaper says he played three years of pro baseball with the Cuban Giants).

His football career began in 1899, when he helped Wooster High School officials organize a varsity program. He was the team's first captain—and right halfback. Wooster scored 122 points that season. The opponents (including a later-to-be football power, Massillon) scored zero. Follis was captain and right halfback as a 20-year-old high school senior in 1900, then played with the Wooster Athletic Association in 1901.

The team wasn't much. It lost to Shelby 5-0 in one game and then was beaten 28-5 by the same team. But the Shelby Club's backers had seen Follis. More important, Frank Schiffer had seen him.

Schiffer put Follis to work at Seltzer's hardware store in Shelby, selling bolts of gingham and kegs of nails. He made no waves in the rural white community. In fact, he was something of a curiosity piece as a store clerk. People dropped by Seltzer's as much to see and talk with Follis as to shop.

By that time, most of them knew he also played football.

"Follis the Speedy," the *Shelby Globe* called him. In a 58-0 win over Fremont he not only starred on defense but he also reeled off a 60-yard touchdown run.

One of the teammates who watched in wonder as Follis performed his magic was a fellow named Branch Rickey. That's right. Baseball's Branch Rickey. And who is to say that seeing the way Charles Follis handled himself—on the field and off—didn't plant a lasting idea in Rickey's mind, didn't pave the way for one of the most significant steps in sports history more than 40 years later.

OPEN
GAM
FO
BE WITH NE
MA
FOO
VS.
SHELBY
CLU
ETIC
SEPTEMBER 24,
904
J. Zebot

One of his teammates on the Shelby Athletic Club team in 1902 and 1903 was Branch Rickey. And who is to say that didn't plant an idea in Rickey's mind?

Rickey and Follis were teammates on the Shelby teams in 1902 and 1903 and Rickey later coached against him. After seeing Follis tear apart his Ohio Wesleyan collegians one afternoon with an awesome mixture of power and grace, Rickey said: "Follis . . . he is a wonder."

In 1903, Follis had one of his best amateur days against an all-Cleveland team. Shelby won 16-0. Follis ran 70 yards for a touchdown. Some good blocks cut down the early defenders, then Follis straight-armed two others. He cleared the last defender by leaping into the air, as a game account put it, "with the split act stunt that would send the terpsichorean artist to the tall timbers."

Which, cleared of early-century hyperbole, meant that Follis made a helluva good move.

But because he was a star and because he was black, Follis was starting to become a target for the opposition, which was not used to playing against an integrated team.

Burton Brickley, who owned the local block company as well as the pool hall where many of Shelby's athletes spent their leisure time, recalled the football of the early 1900s—a rugged, sometimes cruel, test of physical strength:

"If a team had a star player," Brickley said, "the opposition tried to make sure he didn't play the entire game by roughing him up. Fractured bones were common. It was nothing to have three or four players out of the game because of injuries.

The Marion team went after Follis in 1903. As the *Shelby Globe* reported, "Marion's quarterback started dirty work on Follis and . . . Dave Bushey, his teammate, interceded and acted as 'policeman.'" It didn't work. Shelby won 40-0. The next game Follis ran 20, 25, 35, and 70 yards against Rickey's Ohio Wesleyan team—without incident. But in a 22-5 victory over the Columbus Panhandles, Follis was roughed up . . . and this time he suffered torn shoulder ligaments.

Like Jackie Robinson, however, that abuse didn't stop him from continuing his football career—as a professional.

The date was September 15, 1904. Follis's signing rated only a few lines in next morning's edition of the *Shelby Globe*: "The Shelby Athletic Association has secured the services of Charles Follis for this season. The contract has been signed up [sic] and football enthusiasts will be pleased to know Follis will be on the local team again this year. Follis plays halfback and there is no finer in the state."

Follis had always had plenty of time to practice and play games when he worked at Seltzer's store. Why did Schiffer think it necessary to sign him to a football contract? Probably because, then as now, recruiting was an active pursuit. Schiffer felt the need to legally bind Follis to the Shelby team.

So Shelby had a lock on Follis. And Follis, unknowingly, had a lock on a bit of football history.

There's no record of how much money he got but the contract—plus the salary from Seltzer's—probably gave him a comfortable living.

Follis cut costs by living with his family in Wooster, and commuting between there and Shelby on the "electric line," a trolley of sorts that operated in rural, central Ohio and northward to Cleveland.

Follis's first game as a professional came eight days after his signing, against Marion. He was superb, guiding Shelby to a 29-0 victory with an 83-yard touchdown run.

In game two, Shelby kicked off to the Brooklyn Athletic Club of Cleveland, which promptly fumbled. Shelby recovered on the 4-yard line. Follis went in for the touchdown, and kicked the extra point. Shelby was on the way to a 53-0 win. That was followed with a 48-0 victory over the Akron Imperials; a 27-0 win over Lorain; and a 29-0 win over the Akron Deaf Mutes.

Follis didn't play the first half in a showdown with powerful Massillon. Some said he was hurt. Some said it was a psychological ploy. If it was the latter, it backfired, as Massillon won 28-0. But Shelby went on to three more easy victories. In 10 games, it scored 317 points—and gave up only the 28 points to Massillon.

Follis's amazing 1904 season had intensified the desire of Shelby's opponents—and their fans—to remove him from the action. They used words, knuckles, and knees. The team kept winning, but Follis was paying a heavy price.

In a November game against Toledo in 1905, Jack Tattersoll, the Toledo captain and quarterback, had seen and heard enough.

Tattersoll stopped the game to tell the fans: "Don't call Follis a nigger. He is a gentleman and a clean player, and please don't call him that." The fans applauded. Follis got no more verbal abuse in that game.

The frequent injuries—and the ridicule—eventually took an apparent toll on Follis.

He was a key figure in 1906 as Schiffer announced plans to turn the Shelby Athletic Club from an "amateur" to a professional team. A fund-raising drive became a fiasco but Schiffer went ahead, and the Shelby Blues were born.

For a reason never announced, Follis didn't play in the Blue's first three games, but he was there in a 58-0 loss to Massillon, and for three victories that followed.

Then it was Thanksgiving Day, 1906, Shelby versus Franklin Athletic Club, teams that had played to a scoreless tie earlier in the season. The second game turned out the same way. But there was an item of more significance. It was the last known football appearance of Charles W. Follis.

Near the end of the game, he was helped off the field, with still another injury.

Follis's efforts were appreciated by his teammates and the club's loyal fans, but the acceptance was far from unanimous. After one particularly rugged practice session, the Blues crowded into a Shelby tavern for refreshments. At a teammate's urging, Follis went along, for the first—and last—time.

The tavern owner saw him and said white football players could stay. Black ones would have to go. Follis didn't force the issue. He left, choosing to take his refreshment alone. It was his way. He was a frequent loner, sometimes by choice, more often because of socio-

Illustrations by Jurig Zebot

Follis's first game as a professional came eight days after his signing. He was superb, guiding Shelby to a 29-0 victory with an 83-yard touchdown run.

The Shelby Athletic Club, 1902; Follis is at far right, second row.

logical and philosophical pressures.

But through the trials, he didn't withdraw. Nor did he lash out either in the eight years he was playing football or in the few years he had to live after that.

Florence Follis talks about his death:

"He was playing for a baseball team, and after a game he showered and seated himself on the porch of the home in Cleveland, where he lived at the time. He must have sat there a couple hours when he suddenly began to shake all over. They rushed him to a Cleveland hospital but he died."

It was 1910. Charles W. Follis was 31 years old.

He is in Wooster Cemetery now, the grave marked by a thin, weathered headstone perched on a grasssy knoll but leaning slightly after enduring more than 65 years of driving winds and drifting Ohio snow.

You won't find his name among the great black players of professional football—the Marion Motleys, the Tank Youngers, the Jimmy Browns, the O.J. Simpsons, the Buddy Youngs, the Emlen Tunnells, the Joe Perrys, the Ollie Matsons, the Big Daddy Lipscombs, the Night Train Lanes, the Lenny Fords, the Deacon Dan Towlers, the Willie Davises, the Carl Ellers.

But he could play . . . in a day when that skill didn't mean very much pay.

The late John M. Smith of Shelby was just a teenager when he saw Follis play. But before his death at 85 last year, Smith's recollection hadn't dimmed:

"Could he run? Lord almighty! The man was the best I've ever seen. Could he run!"

Milton R. Roberts is a football historian who lives in Lewes, Delaware; John Seaburn is a sportswriter for the Akron, Ohio, Beacon Journal; *Dean Charles is a free-lance writer who lives in Los Angeles.*

We've got the combination.

It wasn't easy making a coffee that looks and smells like ground roast and tastes fresh-perked. But we did it.

Taster's Choice® 100% freeze-dried coffee. And for you decaffeinated drinkers, Taster's Choice Decaffeinated with the green label, 97% caffein-free.

Nice combination.

We look, smell and taste like ground roast.

CHEVROLET. ALL KINDS OF CARS FOR ALL KINDS OF PEOPLE.

Small size, mid size, full size, Chevrolet makes a car for you, whatever your needs.

For instance, you may be attracted to Chevrolet's latest small car offerings: The luxurious Nova LN. The sporty Monza 2+2. Or our newest Chevrolet, the Monza Towne Coupe that's dressy, fun to drive and sensibly priced.

Chevrolet would like you to have the value and economy you want and need. If you don't find yours on this page, check your Chevy dealer.

1. Nova LN Sedan.
2. Monza 2+2.
3. Impala Custom Coupe.
4. Chevelle Malibu Classic Landau Coupe.
5. Monte Carlo Landau.
6. Camaro Type LT Coupe.
7. Corvette.
8. Vega Hatchback GT.
9. Caprice Estate Wagon.
10. Caprice Classic Sport Sedan.

CHEVROLET MAKES SENSE FOR AMERICA

GM
MARK OF EXCELLENCE

Chevrolet

a Game of Passion

By Ray Bradbury

The prologue to a new book in which a celebrated man of letters finds an appreciation of the game of football.

The editors of this book (A Game of Passion) wanted me to say something fresh, something new, something amazingly forceful and surprising about football.

How do you *do* that?

How do you find a new way to say new things about such a familiar subject?

I looked at a few hundred exceptional photographs.

Nothing happened.

I went to a few football games.

Nothing happened.

They even put a camera around my neck and ran me around down on the field where I could see everything close and smell the grass and hear the groans and grunts and yells and look at the crowd.

Nothing happened.

Nothing except the old miracles, the old and dearly similar rushes and cries and amiable brutalities.

But even those, I saw, were not as brutal, close up, as I had imagined they might be. I had somewhat dimly hoped for bonecrushing, rib-destroying, skull-crunching truths delivered in avalanches around, about, over, and on me.

The harder I looked the less I knew. The more I searched the less I found. Gazing around at the running teams, the crowd, the blue sky, I thought, come on, God, give me a day like the day when I was ten years old and discovered I was *alive* for the first time. Don't give me facts, give me Revelations. How about it? Hit me with a bolt.

Nothing happened.

Except, suddenly, something *did* happen.

On a particular Saturday in November, 1974 I stumbled into the Los Angeles Coliseum to see some college teams play football.

All the lightning and fever and pandemonium in history hit and flattened me.

Because what I saw was the Notre Dame-USC game.

Remember that one?

During the first half I drank beer to console myself, since USC was losing its soul, heart, guts, and shoes out there in a dreadful weather of loss.

During the second half I drank beer to celebrate.

It was all magical, of course. I *made* it happen. At the kick-off for the second half I prayed:

Run it all the way for a touchdown.

Which is exactly what happened.

The people, on their feet, raved and screamed and yelled for the next hour.

Because USC just kept running that ball and totaling out the Irish. The people never sat down again and never once stopped shouting and shrieking. When all the yells stopped and we dragged ourselves out laughing and staggering, my daughter, whose first game this was, turned and said:

"Is it *always* like this?"

"If you're lucky, once every ten years!" I replied, laughing wildly. And we blundered happily off among all the delirious, feverish, similarly blundering people who had been sitting in electric chairs for the last 90 minutes with a billion volts full on, charging and recharging their dynamos. Everywhere you looked were sunburst faces, eyes exploding with fire, mouths wreathed in Greek comedy smiles. With, of course, a few Notre Dame losers lurking here or there, dodging the crowds, shadowing themselves away to their cars to unearth triple martinis or quadruple scotches.

I warmed my hands at the passing throng. I warmed my face at their faces. I warmed my soul at the sunfires that absolutely blazed in their flesh as they went away in the autumn afternoon.

We are sun worshippers, I thought, and this has been a day of fire and light and joy and such dazzling energy as shucks the years and puts on youth like a bright suit.

I was reminded of this again a few nights later. Still not knowing what I would write in this Prologue, I was in a book store when a friend nudged me and we stood talking weathers and sports and elations.

"My God," he said at last, "wouldn't it be wonderful

From *A Game of Passion* © 1975 by National Football League Properties, Inc. All rights reserved. Prologue and epilogue by Ray Bradbury/Text by Bob Oates, Jr. 256 pages. Distributed by Charles Scribner's Sons, New York.

if medics could plug in on the energy that jumps out of a crowd at the Coliseum?''

''Hey, yeah!'' I said, waiting.

''Compact all that energy in a machine and shoot that juice into all the cancer victims in the world and—''

''Cure them?'' I supplied.

''Cure them clean through and through!''

''What an idea!'' said I. ''That's it, by God, that's it! The thing I've been searching for. Eureka! It's found!''

And I wandered off imagining a machine that made a conduit to channel the lava-fires, the crowd-electricities, the mob-energies to be delivered into hospital rooms to raise Lazarus, and into old folks' homes to tap-dance the palsied feet and rear up the fragile white-moth people into incredible dances.

What a world that would be!

Will we ever do it, treat the football stadium and its running buffalo tribes on the field and its surging pulses of men and women in the stands as Numero Uno energy-producing field hospitals for the dead to be raised and the sick to be cured?

We've only begun to think of it.

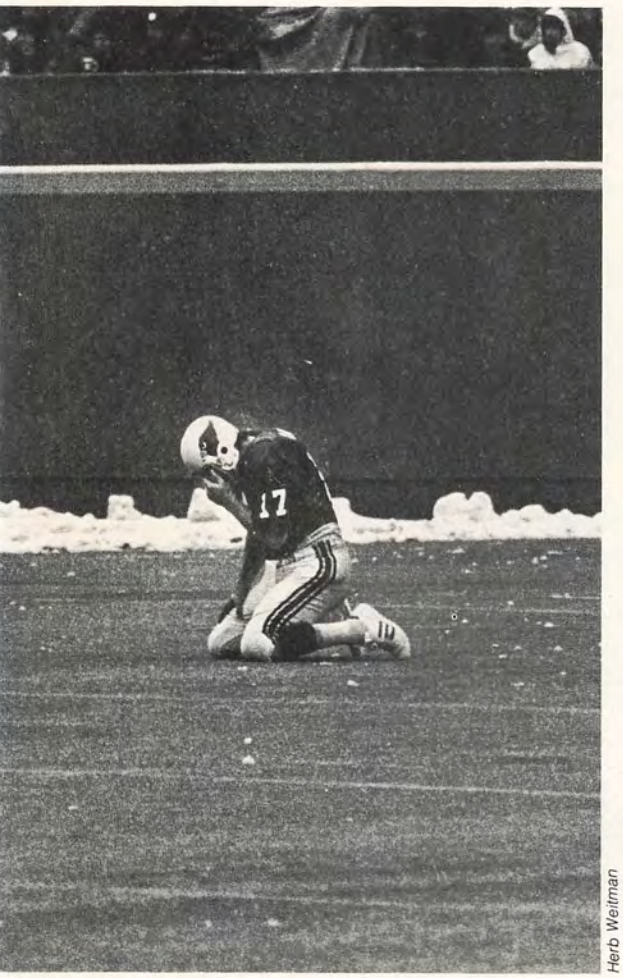
Sport might one day soon teach us so much about energy and spirit as will revitalize the whole area of medicine, psychic medicine, geriatrics, and microbiology. One really grand game of football might be enough to kick over 10 trillion bubonic germs, send the rats and their fleas back to the seaports, and evict the graveyard tenants forever.

One could easily imagine teams in 2001 playing under such names as the Lazarus 11, the Resurrection Reds, the Easter Morning Whites, or the Ascensionists.

The American Medical Association would tabulate the teams, and the Bureau of Power and Light would lay the cables and transmit the impulses. Football fields would become vast hearthing places where the burning of happy souls would be broadcast by new equipment to the nearest emergency hospital or children's ward. Cables might be run out along the Pacific deeps to the nearest lepers' colony and for the first time in 10,000 years the people with the look of the lion, the lost souls on abandoned isles, might be shaken to health, flaked of their illness, washed in the blood of the lambs and colts, which of course are names for other teams in any years, and caused to swim home singing the praise of pigskins to form new churches. Said churches having coaches for ministers, priests, and—pigskin aside—rabbis, where confession might be admitting you don't like hockey, so Lord forgive me, and baseball? that's not so hot, either. A church, affiliated with a hospital, where Mary is on one side in a chapel, Knute Rockne on the other, and Christ, in between, wears a helmet and does not despair.

Peter Read Miller

Ross Lewis



Herb Weitman

All pretty wild? Yes, no, maybe.

I remember the fire, I remember the warmth. I remember the joy. I remember the hearthing place of that game with 100,000 Jehovah's Witnesses, whether they knew they wore the label or not.

You've all been to similar games and come out dressed in coats of many colors, made up of a thousand invisible lights and shared moments.

Which is the long way around to finally telling you what in hell I'm doing up front here in this book. I was concerned about taking the assignment because I was afraid of repeating threadbare clichés.

But in accepting this task, I remembered going to Houston eight years ago to meet all the astronauts and move around in the training areas where the Apollo missions prepared for their moon flights. I saw everything. I saw too much. I telephoned *LIFE* and asked them to fire me. No, sir, they said. We believe in you.

How much time do I have? I asked.

Twenty-four hours, they said.

I woke the next morning with the handle I needed to fit the astronauts and their jobs: I was looking at a theatre of history where men *rehearsed* history in the same minute detail as actors, directors, script-writers, on simulation-stages, in order to run out to the moon and make time and history real.

I finished my article for *LIFE* in five hours.

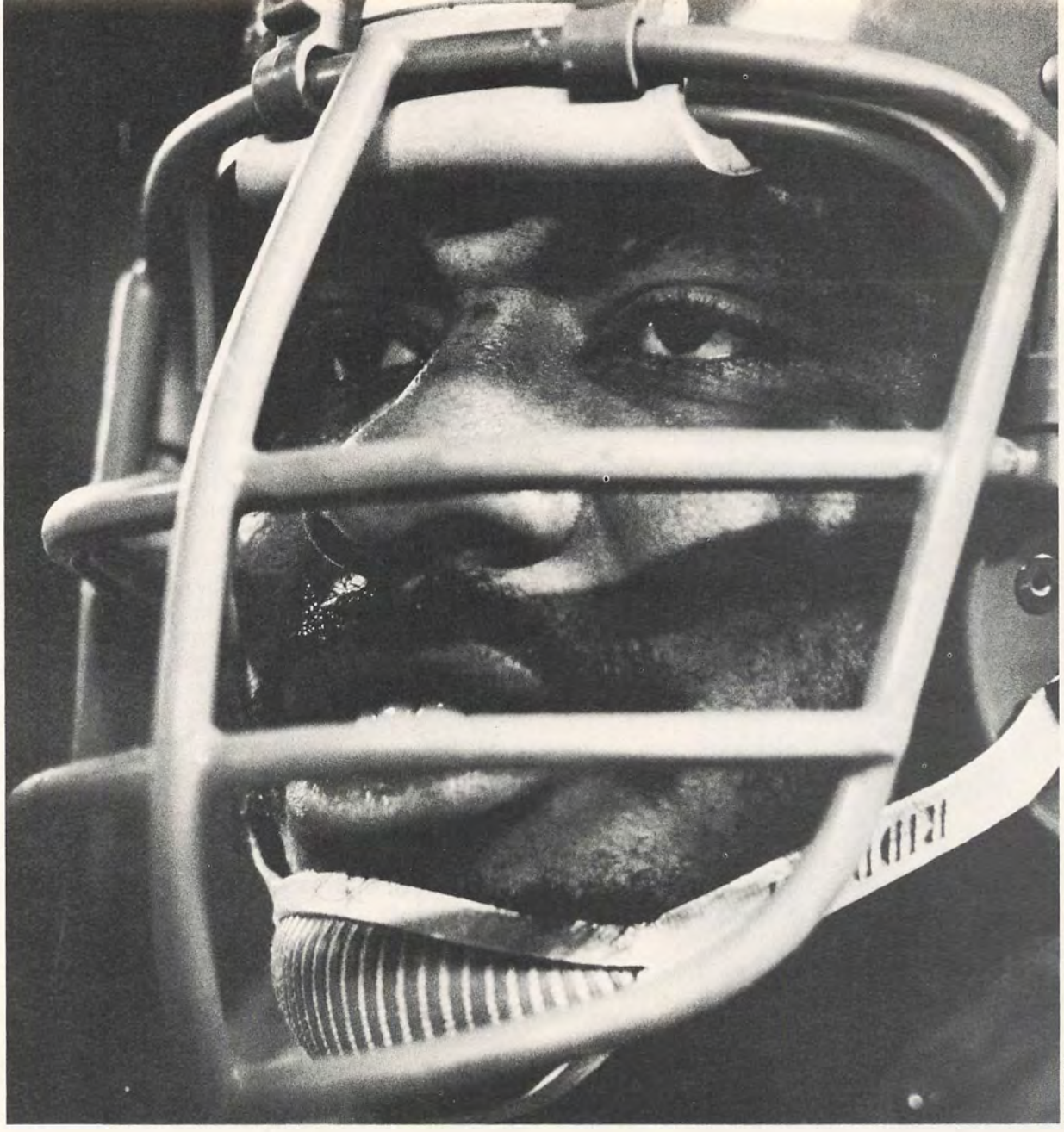
The metaphor, the lightning, had struck me.

And now here, on the green field, asking, the lightning has struck again and the answer, the concept, the idea is: ENERGY.

What you have in this book is a collection of photographs of energy frozen for a moment so you can look at it, enjoy it, warm your hands in recollection, warm your hearts with remembrance. The fire is here. The wild blood is here. The joy is here. The freedom is here for you to touch, turn, and rekindle.

Will the Lazarus teams one day a century from now play at eternal scrimmages and total up grand points not only on the lit board but in the tubercular sanitariums and cancer encampments of the world? Who can say? Who would dare predict? Who knows? We know so little of the miracle of stuffs that we humans are. The mystery of our blood and fire and energy is just that: still a mystery after 10,000 years of religion, and a few hundred of truly operative medicine. We have sunlight, and atomic energy, and the tumults and shoutings of fire in football crowds to examine and put on like gear, to run in like founts.

Maybe somewhere along the yardages from one goal to another, we may just catch immortality, turn into a mob of sunflowers looking up at that passing symbol of



M. V. Rubio

freedom and elation, that football that drifts forever, and may never come down.

Worth thinking about, anyway. Worth trying to figure an AC-DC plug that might fit and run the wires from stadium to sickroom and tune the Life Force in after the evening news on channel five.

If the fire fits, put it on. If the energy suits, wear it like a glove. If the joy is just the right size, tilt it on your head. If the sun at noon and a football at four on a late autumn day look much the same, reach up, grab, carry. Run for your life, laughing. Pursued not by fates and furies but by outrageous laughters and incredible delights.

Here's the book. Here are the photographs of men on their way to becoming fire, burning their images in chemistries on papers in darkrooms to be leafed in later years.

Aren't you glad I waited in the middle of the field for something to touch me?

Aren't you glad that I was lucky and something did at last touch and burn and change?

What a relief to know what I now know about football.

The shadow races on the grass. The ball drifts like an eternal balloon in a sky that is always sunrise.

If you don't mind, I'll just run out after the long toss. Years from now, I may even catch it. !

Ray Bradbury's numerous works include *Dandelion Wine, Fahrenheit 451, The Illustrated Man,* and *The Martian Chronicles.*

How to tell who's in trouble. Your team, their team, or the referee.

With Talon, you won't be penalized for a broken zipper.

A Talon® zipper says a lot about what it's in.

Talon®
THE WORLD'S QUALITY ZIPPER

TALON, A textron COMPANY, ©1975

There's a little pro in every kid. Rawlings brings it out.

Rawlings is the only manufacturer of youth equipment licensed by the NFL to carry all 26 NFL team colors and emblems. With rugged, competition helmets and jerseys. Even footballs with the NFL shield (look for the NFL 100 on Rawlings "Silver Bullet" display). We've got NFL uniforms that make super gift sets for the younger sports, too.

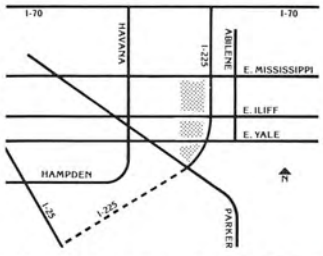
So suit 'em up like the pros . . . Rawlings style. You'll find all the action at your sporting goods store.

Rawlings®

Rawlings Sporting Goods Company • 2300 Delmar Blvd., St. Louis, Mo. 63166 • A Division of A-T-O Inc.

gether!

There's something very exciting about living in HeatherRidge. Because HeatherRidge is a family of communities, each uniquely different with its own style, yet together radiating a feeling of home-town living. Each community, Heather Gardens, Fairway 16, Strawberry and HeatherRidge Rental Apartments are masterfully planned communities, but together, they have that special flavor that makes you feel you belong.



Marketing Director
13693 East Iliff Avenue
Denver, Colorado 80232

Please send me more information about:

☐ Strawberry 1 ☐ Fairway 16
☐ HeatherRidge Rentals ☐ Heather Gardens
☐ All Communities

Name

Street

City State Zip

It all adds up to

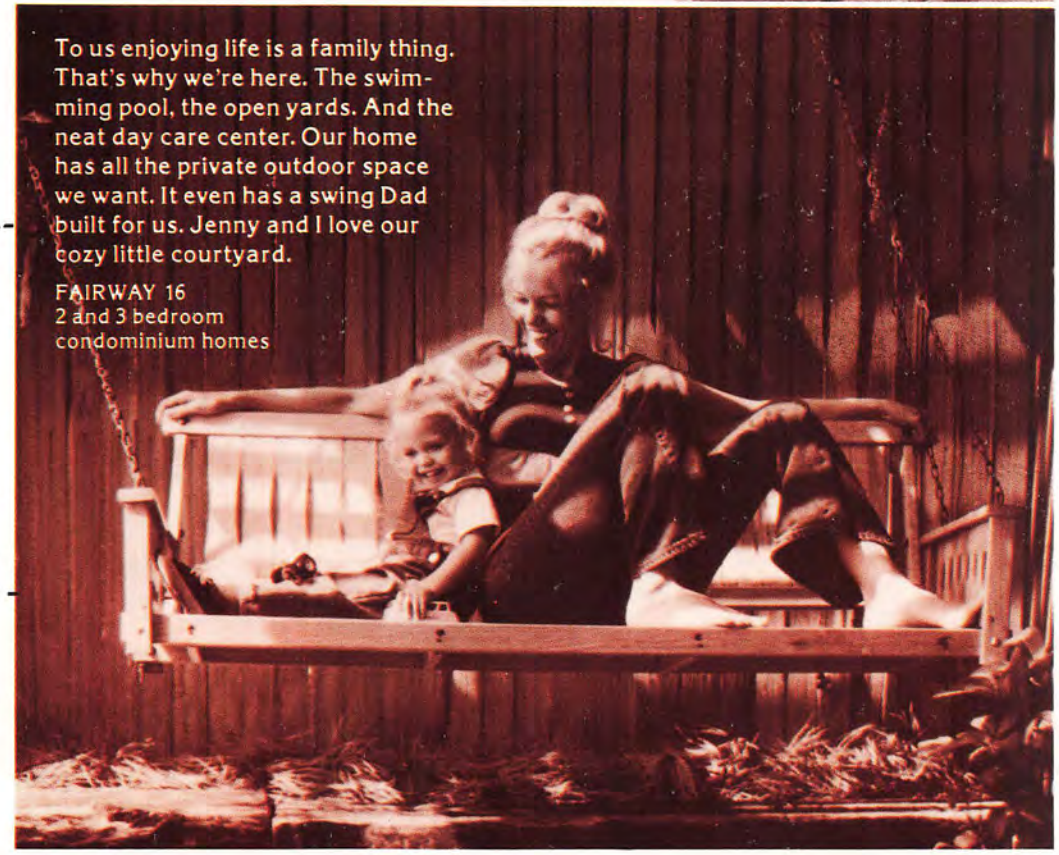
Heather Ridge

E. Iliff at I-225 755-3377

I was ten when I got my first set of clubs, so I sort of scoffed last summer when Sally started taking lessons. Well, darned if she didn't double me up on the 14th last Saturday and beat my socks off. But, you know, I've never had so much fun. Dinner's on me at the Club tonight.

HEATHER GARDENS
Adult Condominium Community

To us enjoying life is a family thing. That's why we're here. The swimming pool, the open yards. And the neat day care center. Our home has all the private outdoor space we want. It even has a swing Dad built for us. Jenny and I love our cozy little courtyard.



FAIRWAY 16
2 and 3 bedroom condominium homes

I REMEMBER

THE LONGEST DAY: DOLPHINS 27, CHIEFS 24

By Ed Podolak

Everyone has certain personal goals they think about, things that motivate them. One of mine has always been to make a meaningful contribution to winning a world championship. I was a rookie when the Kansas City Chiefs won the Super Bowl after the 1969 season. Having missed half of that season due to a hamstring injury, and playing mostly on the special teams when I was able, I cannot say I felt as much a part of that team as I have the subsequent ones I've been a member of.

By 1971, though, I felt we had the kind of talent on the team to win the Super Bowl one more time; in fact, in looking back, I think we had a better team that year than the one that won the championship two years before.

But we didn't reach our ultimate goal, and we have not been as close in the three seasons that have followed. The Miami Dolphins beat us twenty-seven, twenty-four on Christmas Day, 1971 at Memorial Stadium in Kansas City. It was the longest pro football game ever played, the Dolphins winning on a field goal seven minutes and forty seconds into the second overtime period.

Rod Hanna

Curtis Johnson (45) had angle on Podolak; Dolphins eventually won the longest game.

Kansas City running back Ed Podolak made a record contribution (350 yards total offense—rushing, receiving, and returns) to his team's offense in a first-round playoff game in 1971 against Miami, a game that turned out to be the longest pro game ever played.

Statistically, that was one of my finest games in the six years I've been in the league, and people often have asked me if I consider it my finest. To be honest, I really don't. I've tried to forget that day because it is still one of the biggest disappointments I've ever experienced in football.

We had a ten-nothing lead at the end of the first quarter. Jan Stenerud kicked a field goal, and then Len Dawson threw

(Concluded on page 118)

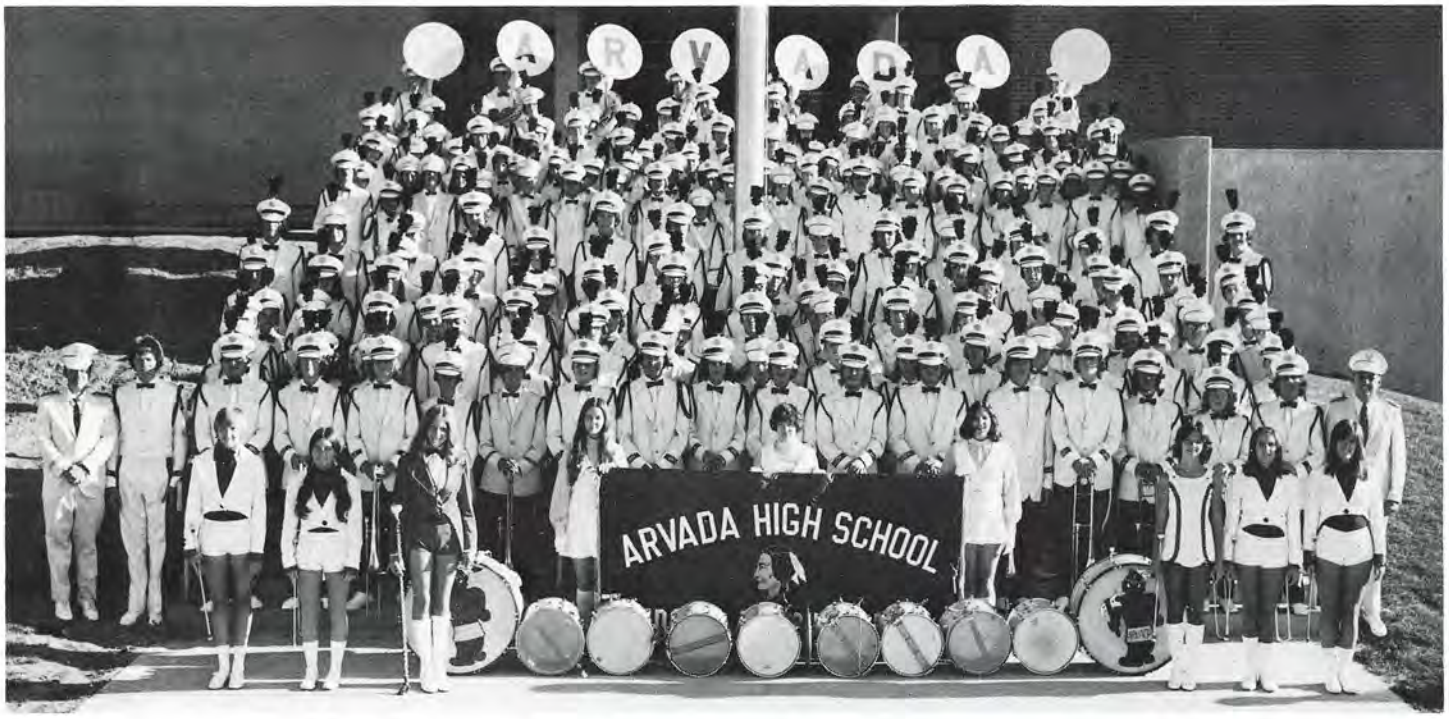
While you're enjoying life, enjoy your Age.

"Boy! Am I enjoying this game!"

Ancient Age bourbon. The one drink so smooth it mixes with anything, anywhere, anytime.

Ancient Age AN 86 PROOF BOURBON

STRAIGHT KENTUCKY BOURBON WHISKEY • 86 PROOF • ANCIENT AGE DISTILLING CO., FRANKFORT, KY.



Arvada High School

The Arvada High School "Redskin" Marching Band is today's entertainment. The band consists of 160 playing members and it is led by Candy Cizek, and student directors Ed Beckman and Mike Weaver. The band has entered numerous contests throughout the state and has won or placed very high each year. The marching band has traveled to Europe twice and last year participated in the Cherry Blossom Festival in Washington D.C.

Bronco Belles And Band

Each Denver home game, the Bronco Belles and the official Bronco Band entertain for fans at Mile High Stadium.

The Belles are under the direction of Mrs. Pam Stockhouse. Sixteen young ladies make up the group in 1975. They are: Jill Garramone, Patti Jones, Janet Head, Chris Yurko, Debby Holzworth, Debbie Head, Jana Walsh, Karen Rotolo, Cynthia Keifer, Lynnette Heinicke, Rosann Rupoli, Julie Langfield, Caryl Head, Doreen Gates, Peggy Jones and Robyn Ryan.

Dr. J. L. Gerardi is the director of the Broncos Band, which is made up of musicians with extensive experience. They are: George Layton, Ron Phillips, Jack La Forte, Jack Fredrickson, Dan Guillian, Dean Bushnell, Dave Turner, Don Novy, Steve Christopher, Tasso Harris, Mike Mickley, Andy Figliolino, Jon Wiegardt, Roy Pritts, Bill Bastien and Derryl Goes.

The halftime schedule for the entire 1975 season is: Sept. 21, Arvada High School; Sept. 29, U.S. Air Force; Oct. 19, Denver Dodge Dealers; Nov. 2, Denver Public High Schools; Nov. 9, Fairview High School; Nov. 30, Colorado State University; and Dec. 14, Northglenn High School.

Dr. Jess Gerardi is the director of Entertainment for the Denver Broncos. Gerardi, a lifetime resident of Colorado, is the band and orchestra director at Englewood Senior High School. Prior to his twelve years of teaching at Englewood, he taught band in the Durango Public Schools.

Gerardi received his A.B. Degree from Colorado State College in Greeley, and his Masters from UCLA where he was a teaching assistant. He received his doctorate at the University of Colorado in 1973.

This is Gerardi's eighth year with the Broncos. He also directs the Bronco Band.

I REMEMBER

(Concluded from page 116)

me a seven-yard pass for a touchdown. But Miami came right back. They scored ten points of their own in the second quarter, and we were tied at the half.

Each team scored a touchdown in the third quarter. Then I got my second touchdown of the game, a three-yard run, with less than seven minutes to play. But Miami, which had played catch-up all day, did it again. With under two minutes to go, Bob Griese tied the score on a five-yard pass to Marv Fleming. For the first time, I think both teams realized the game could go into overtime.

It was at this point that most people who were there or watched on television remember me. Garo Yepremian kicked off, and his kick was end-over-end, but high. I took it at the goal line, and a wedge of blockers immediately began forming in front of me. I had a pretty clear path upfield, but as I got around the fifty-yard line, Yepremian got in my way. He didn't really hit me, but he forced me to cut to the sideline.

Still, for a second, I thought I'd go all the way. But unbeknownst to me, Curtis Johnson of the Dolphins was coming over from the other side of the field. I didn't realize what was taking place until I saw the films of the game later.

Since then, I've seen that film at least twenty-five times. You always second-guess yourself a little, figuring if you'd done this instead of that, things would have been different. But in looking back, Johnson just had the perfect angle. He wanted to simply knock me out of bounds, and I had no chance of outrunning him. As far as preventing the touchdown, he made the play, so you have to give him the credit.

But we were around their twenty-yard line, so at that point I figured we'd wrapped up the victory. A field goal was easily within range. With less than a minute and a half to go, we started from the twenty-two. The foremost thing in Dawson's mind was keeping the ball in field goal range, so he gave me the ball on the first down into the line. I gained a yard. On the next play, Bill Stanfill caught me for no gain, and they called time out. On third down, we ran a sweep right, but Tim Foley stopped me for a three-yard loss. Again, Miami called time out.

Now it was fourth down. I came out, and Stenerud came in to try the field goal.

I guess I just assumed it would be good; Jan's accuracy in that area has always been outstanding. When the official signaled it was no good, I couldn't believe it.

As things developed, we held Miami after the missed field goal. They had to punt from deep in their territory, and as I went back on the punt return team, I thought we might have one shot at a long field goal with a decent return. But Larry Seiple hit a pressure punt and Dennis Homan made a fair catch for us at our thirty-two. Since time ran out, we had the option to try a free kick, but because of the runback possibility, we declined.

We had another field goal attempt in the overtime, but it was blocked, and finally Miami won the game.

The locker room was a great contrast of emotions. I was physically and mentally crushed. I dressed and went home, kind of in a trance.

Just an hour or so before, we'd been on the way to achieving a goal I'd wanted my whole life. Now our season was over. !

Question:
What are the Denver Broncos doing with a Honeywell computer?
Answer:
Online ticket processing.

Their Honeywell computer makes the job of keeping track of Broncos ticket sales more efficient.

If you're a businessman, we've probably got the answers to help with your problems, too. Problems like payroll, accounts receivable, accounts payable, general ledger, order processing, inventory management, factory job scheduling.

Chances are a Honeywell computer can help to make you a more efficient businessman. So give us a call. We have the answers.

The Other Computer Company:

Honeywell

Honeywell Information Systems, 5115 South Valley Highway, Englewood, Colorado 80110, (303) 771-2340

Where Does A Smart 230 Pound Linebacker Choose To Eat?

If You're JIM O'MALLEY, You Eat At Bonanza,
Where The Food Is Good And The Price Is Right.

AFTER TODAY'S GAME
OR WHENEVER YOU EAT OUT,
BONANZA
OFFERS A VARIETY
OF DELICIOUS STEAKS
(and other menu items)
AT PRICES YOU CAN AFFORD

BONANZA

The Family Restaurant

STORE LOCATIONS

Denver — 7250 Pecos, 2250 S. Monaco • **Littleton** — 6580 S. Broadway, 5201 Santa Fe Drive
Lakewood — 6026 W. Alameda • **Wheat Ridge** — 4595 Wadsworth • **Thornton** — 8439 Logan
Aurora — 15488 East Colfax, 494 S. Havana • **Colorado Springs** — 620 E. Fillmore
Greeley — 2707 23rd Ave. • **Ft. Collins** — 1820 S. College Ave. • **Cheyenne, Wyo.** — 16th & House St.

Four of Denver's finest Restaurants

Each different.
Each distinctive.
The Coffee House –
The Palace Arms –
The San Marco Room –
The Ship Tavern.

All under
one roof.

The Brown Palace Hotel
Denver's *Preferred* Hotel
Denver, Colorado
Karl Mehlmann,
General Manager
For reservations:
Mrs. Winchester
825-3111

Major Credit Cards Accepted

THE OWNERS

With nearly 29 years of participation in the Denver sports scene, Gerald H. Phipps has seen the Rocky Mountain area receive major league sports status.

In 1947, he became part of the organization that brought the Denver Bears here as members of the old Western League. The Bears, during the years that immediately followed that move, set minor league baseball attendance records that stood unchallenged for many years.

Gerald H. Phipps, Chairman of the Board

In 1961, one year after big league professional football had arrived in the form of the Denver Broncos of the American Football League, Phipps became a major owner and assumed duties as board chairman.

Four years later, he and his brother, Allan, became virtually the sole owners of the club.

Phipps, 60, is a member of the Denver Country Club, the Denver Athletic Club, Denver Club, Cherry Hills Country Club, Rolling Hills Country Club, Broadmoor Golf Club of Colorado Springs, and the Williams Club of New York.

He was born March 4, 1915, in Denver to Lawrence C. and Margaret Rogers Phipps and received his bachelor's degree from Williams College in 1936.

He was employed by the Denver & Rio Grande Western Railroad from then until he entered the Navy as an Ensign in May, 1942.

Following his separation from the service in 1945, he was employed by a general contracting firm in Denver until 1952, when he formed his present company, Gerald H. Phipps, Inc. In 1958, he was elected vice-president and treasurer of California Electric Power Co. and when that company merged with Southern California Edison Company late in 1963, he was named a director of the latter. He is a past president of the Associated Building Contractors of Colorado, Inc., a director and member of the Executive Committee of The First National Bank of Denver and a director of The First National Bancorporation, Western Federal Savings and Loan Association, Rio Grande Industries, and the Denver & Rio Grande Western Railroad. He is a trustee of The Colorado College. Mr. Phipps is also on the Board of Directors of the Denver Chamber of Commerce.

Phipps was married in New York City on September 24, 1937, to the former Janet Alice Smith. They have three daughters, and eight grandchildren.

Allan R. Phipps, President of the Broncos, has been an active member of the Denver sports and cultural community for a number of years.

At Williams College, where he received his bachelor's degree, he was a member of the tennis and swimming teams.

Phipps, 62, is also a partner in the law firm of Hughes & Dorsey; active in key non-candidate roles in the Republican party, including a stint as chairman of the GOP State Finance Committee, and serves on the governing boards of numerous organizations.

His posts include those of President of the Denver Museum of Natural History and Trustee of the University of Denver, of the Denver Museum of Natural History, of the Denver Symphony Society and of the Graland Country Day School.

Phipps was Alumni Trustee of Williams College and is a member of the Board of Trustees of the Winter Park Recreational Association and of the Board of Managers of St. Luke's Hospital in Denver.

In addition to his bachelor's degree from Williams in 1934, he received a degree in Jurisprudence from Oxford University in 1936 and a law degree from the University of Denver in 1937.

Phipps is a member of Phi Beta Kappa. He served in World War II as a Lieutenant Commander, U. S. Naval Reserve, in the Pacific Theater.

Allan R. Phipps, President

He is a director of Cherry Creek National Bank, South Denver National Bank, Belcaro Realty Investment Company, Highlander Hotel Corporation, and Van Schaack Corporation.

Phipps was admitted to the Colorado bar in 1938 and joined Hughes & Dorsey in 1946.

He is married to the former Clara Mitchell Van Schaack.

PROFESSIONAL FOOTBALL'S MARK OF QUALITY

TODAY'S SPECIAL

Sweat Shirts

Regular Price
$7.95

Now
$5.95

TICKET OFFICE OPEN
AFTER TODAY'S GAME

Ticket Office Gift Shop

Something special for the man who'd rather drive a truck than a car.

The Dodge Custom Special.

The man who'd rather drive a truck than a car doesn't give his truck the weekend off.

So we're giving him a truck that looks great no matter where he goes.

We've dressed up our Dodge Custom pickup with a whole lot of extras. And we've given the package a special low price.

The result is a truck that looks as good as it works.

There are bright drip mouldings that curve around the door.

There's a sporty chrome strip that runs the whole length of the body.

And, so that you'll look as good going as coming, there's more bright trim in back.

It runs clear across the tailgate and wraps around the tail lamps.

And we didn't leave the inside out. It's completely color-keyed and completely comfortable.

Rest your feet on soft rubber mats. And rest the rest of you on one of the best-looking seats you've ever seen. It's covered in handsome Boca Raton cloth and Oxford-grained vinyl in blue, green, gold, or parchment.

Ask your Dodge Dealer about the Dodge Custom Special with the special low price.

It's one more reason why the man who'd rather drive a truck than a car would rather drive a Dodge.

CHRYSLER MOTORS CORPORATION

Dodge
Dodge Trucks

Dodge Country USA Littleton
Dodge City Lakewood
Skyline Dodge Denver
Northglenn Dodge Northglenn
Denver Dodge Truck Center Denver

Aurora Dodge Aurora
Art Riffle Dodge Loveland
Hitt-Graham Dodge Greeley
Jim Carlin Dodge Colorado Springs

Markley Motors Fort Collins
St. Vrain Chrysler Dodge Longmont
Hadad Motor Sales Trinidad
Brighton Dodge Brighton

BRONCO ALL-TIME ROSTER

ADAMSON, Kenneth M. ..... G
Notre Dame, 1960-62
ALEXAKOS, Steve ..... G
San Jose State, 1970
ALFLEN, Ted ..... RB
Springfield College, 1969
ALLEN, Elihu (Buddy) ..... HB
Utah State, 1961
ALLEN, Donald R. ..... FB
Texas, 1960
ALLISTON, Vaughn S. (Buddy) ..... LB
Mississippi, 1960
ALZADO, Lyle ..... DE
Yankton College, 1971-74
AMES, David R. ..... HB
Richmond, 1961
ANDERSON, Robert ..... HB
Colorado, 1970-73
ANDRUS, Lou ..... LB
Brigham Young, 1967
ARMSTRONG, Otis ..... RB
Purdue, 1973-74
ARNOLD, LeFrancis ..... GC
Oregon, 1974
ASKEA, Mike ..... T
Stanford, 1973
ATKINS, Billy ..... DB
Auburn, 1964
ATKINSON, Frank ..... DE
Stanford, 1964
BACHMAN, Jay C
Cincinnati, 1968-71
BARNES, Ernie ..... G
North Carolina College, 1963-64
BARNES, Walter ..... DE
Nebraska, 1969-71
BARRY, Odell ..... HB
Findlay, 1964-65
BARTON, James C
Marshall, 1961-62
BASS, Norman ..... DB
University of Pacific, 1964
BEER, Tom ..... OE
Houston, 1967-69
BEHRMAN, Dave C
Michigan State, 1967
BELL, Henry ..... HB
None, 1960
BERNARDI, Frank ..... HB
Colorado, 1960
BERNET, Lee ..... OT
Wisconsin, 1965-66
BOWDELL, Gordon ..... WR
Michigan State, 1971
BRADY, Phil ..... S
Brigham Young, 1969
BRAMLETT, John ..... LB
Memphis State, 1965-66
BREAUX, Don ..... QB
McNeese State, 1963
BREITENSTEIN, Bob ..... OT
Tulsa, 1965-67
BRISCOE, Marlin ..... QB
Omaha, 1968
BRODNAX, John W. (Red) ..... FB
Louisiana State, 1960
BROWN, Boyd ..... TE
Alcorn A&M, 1974
BROWN, Hardy ..... LB
Tulsa, 1960
BROWN, Willie ..... DB
Grambling, 1963-66
BRUNELLI, Sam ..... G
Colorado State College, 1966-71
BUCKMAN, Tom ..... TE
Texas A&M, 1969
BUKATY, Fred ..... FB
Kansas, 1961
BURNETT, Bobby ..... RB
Arkansas, 1969
BURRELL, George ..... S
Pennsylvania, 1969
BUSSELL, Gerry ..... DB
Georgia Tech, 1965
BUTLER, Bill ..... LB
San Fernando Valley, 1970
BYRD, George (Butch) ..... DB
Boston, 1971
CAMPBELL, Carter ..... DE
Weber State, 1971
CARMICHAEL, Albert R. ..... HB
Southern California, 1960-61
CARMICHAEL, Paul ..... HB
El Camino JC, 1965
CAROTHERS, Don ..... OE
Bradley, 1960
CARPENTER, Kenneth L. ..... E
Oregon State, 1960
CASEY, Tim ..... LB
Oregon, 1969
CASH, John E. ..... E
Allen, 1961-62
CASSESE, Tom ..... DB
C. W. Post, 1967
CAVNESS, Grady ..... CB
Texas at El Paso, 1969
CHAVOUS, Barney ..... DE
South Carolina State, 1973-74

CHOBOIAN, Max ..... QB
San Fernando State, 1966
CICHOWSKI, Tom ..... OT
Maryland, 1967-68
CINDRICH, Ralph ..... LB
Pittsburgh, 1974
COFFEY, Don ..... E
Memphis State, 1963
COLEMAN, STEVE ..... DE
Delaware St., 1974
COOKE, Ed ..... E
Maryland, 1964-65
COSTA, Dave ..... DT
Utah, 1967-71
COTTRELL, Bill ..... G
Delaware Valley, 1972
COX, Larry ..... DT
Abilene Christian, 1966-68
CRABTREE, Eric ..... FL
Pittsburgh, 1966-68
CRANE, Gary ..... LB
Arkansas State, 1969
CRENSHAW, Willis ..... FB
Kansas State, 1970
CRITER, Ken ..... LB
Wisconsin, 1969-74
CUMMINGS, Ed ..... LB
Stanford, 1965
CUNNINGHAM, Carl ..... LB
Houston, 1967-70
CURRENT, Mike ..... OT
Ohio State, 1967-74
DANENHAUER, Eldon V. ..... T
Kansas State Teachers, 1960-65
DANENHAUER, William A. ..... E
Kansas State Teachers, 1960
DAVIS, Dick ..... RB
Nebraska, 1970
DAVIS, Jack T. ..... T
Arizona, 1960
DAVIS, Marvin ..... DT
Wichita State, 1966
DAWKINS, Joe ..... RB
Wisconsin, 1971-73
DAY, Albert E. ..... T
Eastern Michigan, 1960
DENSON, Al ..... FL
Florida A&M, 1964-70
DENVIR, John ..... G
Colorado, 1962
DICKEY, Wallace ..... OT
S.W. Texas State, 1968-69
DICKINSON, Richard L. (Bo) ..... FB
Southern Mississippi, 1962-63
DIXON, Hewritt ..... HB-E
Florida A&M, 1963-65
DiVITO, Joe ..... QB
Boston College, 1968
DOMRES, Tom ..... DT
Wisconsin, 1971-72
DOYLE, Richard A. (Skip) ..... HB
Ohio State, 1960
DROUGAS, Tom ..... T
Oregon, 1974
DUNCAN, Rick ..... K
Eastern Montana, 1967
DURANKO, Pete ..... DE
Notre Dame, 1967-74
EDGERSON, Booker ..... CB
Western Illinois, 1970
ELFRID, Jim ..... LB
Colorado State U., 1961
EMBREE, John ..... WR
Compton JC, 1969-70
ENIS, George Hunter ..... QB
Texas Christian, 1962
EPPERSON, John P. ..... E
Adams State, 1960
ERLANDSON, Thomas D. ..... LB
Washington State, 1962-65
ERNST, Mike ..... QB
Cal-Fullerton, 1972
ERWIN, Terry ..... HB
Boston College, 1968
EVANS, Jay Dale ..... HB
Kansas, 1961
FANNING, Stan ..... E
Idaho, 1964
FARR, Miller ..... DB
Wichita, 1965
FLETCHER, Billy Ray ..... OE
Memphis State, 1966
FORD, Garrett ..... FB
West Virginia, 1968
FORSBERG, Fred ..... LB
Washington, 1968-73
FRANCI, Jason ..... OE
Santa Barbara, 1966
FRASER, James G. ..... LB
Wisconsin, 1962-64
FRAZIER, Al ..... HB
Florida A&M, 1961-63
GAISER, George ..... OT
SMU, 1968
GAITERS, Bob ..... HB
New Mexico State, 1963
GARRETT, Drake ..... DB
Michigan State, 1968-70

GAVIN, Charles E. ..... E
Tennessee State, 1960-63
GEDDES, Bob ..... LB
UCLA, 1972
GEHRKE, Jack ..... WR
Utah, 1971
GILCHRIST, Cookie ..... FB
None, 1965-67
GLACKEN, Scotty ..... QB
Duke, 1966-67
GLASS, Glenn ..... DB
Tennessee, 1966
GOEDDEKE, George ..... G
Notre Dame, 1967-72
GONSOULIN, Austin (Goose) ..... DB
Baylor, 1960-66
GONZAGA, John ..... G
None, 1966
GORDEN, Cornell ..... CB
North Carolina A&T, 1970-72
GRADISHAR, Randy ..... LB
Ohio State, 1974
GRAHAM, Tom ..... LB
Oregon, 1972-74
GRANT, John ..... DE
Southern California, 1973-74
GREER, Charles ..... DB
Colorado, 1968-74
GREER, James D. ..... E
Elizabeth, N.C. State, 1960
GRIFFIN, John ..... HB
Memphis State, 1964-66
GROMAN, Bill ..... HB-E
Heidelberg, 1963
GUESMAN, Dick ..... T
West Virginia, 1964
GULSETH, Donald ..... LB
North Dakota, 1966
GUY, Melwood N. (Buzz) ..... G
Duke, 1961-62
HACKBART, Dale ..... S
Wisconsin, 1973
HAFFNER, Mike ..... OE
UCLA, 1968-70
HARRIS, Tony ..... WR
Toledo, 1972
HARRISON, Dwight ..... WR
Texas A&I, 1971-72
HATLEY, Johnny Ray ..... T
Sul Ross State, 1960
HAUSER, Arthur A. ..... T
Xavier, 1961
HAYES, Wendell ..... HB
Humboldt State, 1965-67
HAYNES, Abner ..... HB
North Texas State, 1965-66
HENDREN, Jerry ..... WR
Idaho, 1970
HENSON, Gary ..... E
Colorado, 1964
HEPBURN, Lonnie ..... CB
Texas Southern, 1974
HERRING, George W. ..... QB
Southern Mississippi, 1960-61
HICKEY, Bo ..... FB
Maryland, 1967
HIGHSMITH, Walter C
Florida A&M, 1968-69
HILL, Jack ..... HB
Utah State, 1961
HOFFMAN, John ..... DE
Hawaii, 1972
HOHMAN, Jon ..... G
Wisconsin, 1965-66
HOLLOMON, Gus ..... DB
Houston, 1968-69
HOLZ, Gordon ..... T
Minnesota, 1960-63
HOPKINS, Jerry ..... LB
Texas A&M, 1963-66
HORN, Don ..... QB
San Diego State, 1971-72
HOWARD, Paul ..... G
Brigham Young, 1973-74
HOWFIELD, Bobby ..... K
None, 1968-70
HUARD, John ..... LB
Maine, 1967-69
HUDSON, Robert ..... LB
Clemson, 1960-61
HUFNAGEL, John ..... QB
Penn State, 1974
HUMPHREYS, Bob ..... K
Wichita State, 1967-68
INMAN, Jerry ..... DT
Oregon, 1966-73
JACKSON, Larron ..... G
Missouri, 1971-74
JACKSON, Richard ..... DE
Southern, 1967-72
JACKSON, Tom ..... LB
Louisville, 1973-74
JACKUNAS, Frank C
Detroit, 1963
JACOBS, Ray ..... T
Howard Payne, 1963-66

(Continued on page 116)

ALL-TIME ROSTER

(Continued from page 115)

JANERETTE, Charlie ..... T
Penn State, 1964-65
JANIK, Tom ..... HB
Texas A&I, 1963-64
JACQUESS, Pete ..... DB
Eastern New Mexico, 1967-70
JESSUP, William ..... E
Southern California, 1960
JETER, Eugene ..... LB
Arkansas AM&N, 1965-67
JOE, William (Billy) ..... FB
Villanova, 1963-64
JOHNSON, Charley ..... QB
New Mexico State, 1972-74
JONES, Calvin ..... CB
Washington, 1973-74
JONES, Henry ..... RB
Grambling, 1969
JONES, Jimmy ..... OE
Wisconsin, 1968
JORDAN, Larry ..... E-LB
Youngstown, 1962-64
JOYCE, Donald G. ..... E
Tulane, 1962
KAMINSKI, Larry C
Purdue, 1966-73
KAMPA, Bob ..... DT
California, 1974
KEATING, Bill ..... DT
Michigan, 1966-67
KELLOGG, Mike ..... FB
Santa Clara, 1966-67
KEYWORTH, Jon ..... RB
Colorado, 1974
KING, Donald W. ..... E
Kentucky, 1960
KONOVSKY, Robert E. ..... E
Wisconsin, 1961
KRIEG, Jim ..... WR
Washington, 1972
KRONER, Gary ..... K
Wisconsin, 1965-67
KUBALA, Ray C
Texas A&M, 1964-67
KUCHTA, Frank W. C
Notre Dame, 1960
LAMB, Ron ..... FB
South Carolina, 1968
LAMBERT, Gordon ..... LB
Tennessee (Martin), 1968-69
LAMBERTI, Patsy C., Jr. ..... LB
Richmond, 1961
LaROSE, Dan ..... DE
Missouri, 1966
LARPENTER, Carl James ..... G
Texas, 1960-61
LASKEY, Bill ..... LB
Michigan, 1973-74
LASSITER, Isaac T. ..... E
St. Augustine, 1962-64
LECLAIR, Jim ..... QB
C. W. Post, 1967-68
LECLERC, Roger C
Trinity (Conn.), 1967
LEE, Jacky ..... QB
Cincinnati, 1964-65
LEETZOW, Max ..... DE
Idaho, 1965-66
LENTZ, Jack ..... DB
Holy Cross, 1967-68
LESTER, Darrell ..... FB
McNeese State, 1965-66
LEWIS, Herman ..... DE
Virginia Union, 1968
LINDSEY, Hub ..... HB
Wyoming, 1968
LISKE, Pete ..... QB
Penn State, 1969-70
LITTLE, Floyd ..... HB
Syracuse, 1967-74
LUKE, Tommy ..... LB
Mississippi, 1968
LYNCH, Fran ..... HB
Hofstra, 1967-74
LYONS, Tom ..... G
Georgia, 1971-74
MANGUM, Ernest G. (Pete) ..... LB
Mississippi, 1960
MAPLES, Bobby C
Baylor, 1972-74
MARSHALL, Charles E. ..... HB
Oregon State, 1962
MARTHA, Paul ..... S
Pittsburgh, 1970
MASTERS, Billy ..... TE
LSU, 1970-74
MATSON, Pat ..... G
Oregon, 1966-67
MATSOS, Archie ..... LB
Michigan State, 1966
MATTOX, Jack ..... T
Fresno State, 1961-62
MATUSZAK, Marv ..... LB
Tulsa, 1964
MAY, Ray ..... LB
Southern California, 1973-74

McCARTHY, Brendan ..... FB
Boston College, 1968-69
McCORMICK, John ..... QB
Massachusetts, 1963, 65-66, 68
McCULOUGH, Robert V. ..... G
Colorado, 1962-65
McDANIEL, Ed Wahoo ..... LB
Oklahoma, 1961-63
McFADIN, Lewis B. (Bud) ..... T
Texas, 1960-63
McGEEVER, John ..... HB
Auburn, 1962-65
McKOY, Bill ..... LB
Purdue, 1970-72
McMILLIN, James R. ..... HB
Colorado State U., 1960-62, 1964-65
McNAMARA, Robert ..... HB
Minnesota, 1960-61
MINGO, Eugene ..... HB
None, 1960-64
MINOR, Claudie ..... T
San Diego St., 1974
MINTER, Tommy Earl ..... HB
Baylor, 1962
MIRICH, Rex ..... DE
Northern Arizona, 1967-69
MITCHELL, Alvin ..... S-WR
Morgan State, 1970
MITCHELL, Charlie ..... HB
Washington, 1963-67
MITCHELL, Leroy ..... CB
Texas Southern, 1971-73
MONTGOMERY, MARV ..... T
Southern California, 1971-74
MONTGOMERY, Randy ..... CB
Weber State, 1971-73
MOORE, Alex ..... HB
Norfolk State, 1968
MOORE, Leroy ..... E
Fort Valley (Ga.) State, 1964-65
MOSES, Haven ..... WR
San Diego State, 1972-74
MOSIER, John ..... TE
Kansas, 1971
MOTEN, Bobby ..... OE
Bishop College, 1968
MYRTLE, Chip ..... LB
Maryland, 1971-72
NERY, Ron ..... E
Wisconsin, 1963
NICHOLS, Lee (Mike) C
Arkansas A&M, 1960-61
NOCERA, John ..... LB
Iowa, 1963
NOMINA, Tom ..... G
Miami (Ohio), 1963-65
NUGENT, Philip H. ..... HB
Tulane, 1961
OBERG, Tom ..... DB
Portland State, 1968-69
ODOMS, Riley ..... TE
Houston, 1972-74
OLSON, Harold ..... T
Clemson, 1963-64
OLSZEWSKI, John ..... FB
California, 1962
O'MALLEY, Jim ..... LB
Notre Dame, 1973-74
PARK, Ernie ..... G
McMurray, 1967
PARKER, Charlie ..... G
Southern Mississippi, 1965
PARISH, Don ..... LB
Stanford, 1972
PASTRANA, Al ..... QB
Maryland, 1969-70
PERKINS, James W. ..... T
Colorado, 1962-64
PETE, Dennis ..... DB
San Francisco State, 1972
PETERS, Anton ..... T
Florida, 1963
PITTS, John ..... S
Arizona State, 1973-74
PIVEC, Dave ..... TE
Notre Dame, 1969
PLY, Bobby ..... DB
Baylor, 1967
POST, Dickie ..... RB
Houston, 1971
PREBOLA, Eugene ..... E
Boston U., 1961-63
PREECE, Steve ..... S
Oregon State, 1972
PRICE, James ..... LB
Auburn, 1964
PRISBY, Errol ..... DB
Cincinnati, 1967
PYEATT, John J. ..... HB
None, 1960
QUAYLE, Frank ..... RB
Virginia, 1969
RAMSEY, Steve ..... QB
North Texas State, 1971-74
REED, Leo T. ..... T
Colorado State U., 1961
RICHARDSON, Bob ..... DB
UCLA, 1966

RICHTER, Frank ..... LB
Georgia, 1967-69
RIZZO, Joe ..... LB
Merchant Marines, 1974
ROCHE, Alden ..... DE
Southern Illinois, 1970
ROEHNELT, William E. ..... LB
Bradley, 1961-62
ROLLE, David S. ..... FB
Oklahoma, 1960-61
ROMINE, Albert ..... HB
Florence State, 1960
ROSS, Oliver ..... RB
Alabama A&M, 1973-74
ROTE, Tobin ..... QB
Rice, 1966
ROWLAND, Justin D. ..... HB
Texas Christian, 1962
ROWSER, John ..... CB
Michigan, 1974
RYCHLEC, Tom ..... E
American International, 1963
SAIMES, George ..... S
Michigan State, 1970-72
SBRANTI, Ron ..... LB
Utah State, 1966
SCARPITTO, Robert ..... FL
Notre Dame, 1962-67
SCHNITKER, Mike ..... G
Colorado, 1969-74
SCOTT, Lew ..... DB
Oregon State, 1966
SEARS, James H. ..... HB
Southern California, 1960-61
SELLERS, Goldie ..... DB
Grambling, 1966-67
SHACKELFORD, Don ..... G
University of Pacific, 1964
SHARP, Rick ..... T
Washington, 1972
SHAW, George H. ..... QB
Oregon, 1962
SHERMAN, Rod ..... WR
Southern Cal., 1972
SHOALS, Roger T. ..... T
Maryland, 1971
SIMMONS, Jerry ..... WR
Bethune-Cookman, 1971-74
SIMMONS, Leon ..... LB
Grambling, 1963
SIMONE, Mike ..... LB
Stanford, 1972-74
SIMPSON, Jack M. ..... LB
Mississippi, 1961
SKLOPAN, John ..... HB
Southern Mississippi, 1963
SLAUGHTER, Milton (Mickey) ..... QB
Louisiana Tech, 1963-66
SMILEY, Tom ..... RB
Lamar Tech, 1969
SMITH, Daniel Eugene ..... HB
Northeast Oklahoma, 1961
SMITH, Don ..... G
Florida A&M, 1967
SMITH, Ed ..... DE
Colorado College, 1973-74
SMITH, Harold ..... T
UCLA, 1960
SMITH, Hugh B. ..... E
Kansas, 1962
SMITH, James ..... S
Utah State, 1969
SMITH, Paul ..... DE
New Mexico, 1968-74
SMITH, Willie ..... G
Western Michigan, 1960
SNORTON, Matt ..... E
Michigan State, 1964
SORRELL, Henry ..... LB
Chattanooga, 1967
STALCUP, Jerry N. ..... LB
Wisconsin, 1961-62
STARLING, Bruce ..... HB
Florida, 1963
STINNETTE, James E. ..... FB-LB
Oregon State, 1961-62
STOKES, Jesse ..... DB
Corpus Christi, 1968
STONE, Don E. ..... FB
Arkansas, 1961-64
STOWE, Otto ..... WR
Iowa State, 1974
STRANSKY, Robert J. ..... HB
Colorado, 1960
STRICKLAND, David ..... T-G
Memphis State, 1960
STURM, Jerry G. ..... C-T-G
Illinois, 1961-66
SUMMERS, Jim ..... DB
Michigan State, 196 7
SWEENEY, Neal ..... OE
Tulsa, 1967
SYKES, Gene ..... DB
LSU, 1967

(Concluded on page 119)

PIRELLI

The best damn
performance
of 1974!

If there had been a Super Bowl for the best performing tire in 1974, the winner undoubtedly would be Pirelli. Look at the record: Pirelli was the No. 1 tire in braking, cornering and overall performance in Car & Driver's 1974 small car tire test.
It was on the cars that finished 1, 2 in the 1974 World Rally Championships. (And it's been on the winning cars of 11 national rally championships since 1970.)
These were not specially made tires. They're the very same tires you can buy at any Pirelli dealer. Part of an incredible selection of radials Pirelli makes for just about every car—from the most familiar American model to the most exotic import.
When you buy tires, of course, you want to go with a winner.
Pirelli!

PIRELLI

One of the world's largest rubber companies.
A pioneer in the development
of radial tires for American cars and imports.
Perfector of sectionally molded,
x-ray inspected steel-belted radial tires.
PIRELLI TIRE CORPORATION
600 THIRD AVE, N Y C 10016

Visit your local Pirelli Radial Tire Specialist:

COLORADO • DENVER **Gay Johnson Wholesale Warehouse** 848 Decatur 303/255-2057

You may remember seeing seven year old Paul Ogg with Bronco Floyd Little during last year's NFL games on television. Paul was a victim of polio and spent three years in orphanages in Vietnam before being adopted by a Denver family in 1974.

With the help of a United Way agency, Paul's legal adoption is now complete and he is happily settled with the Ogg family. Today, Paul wears only a single brace and no longer requires physical therapy. He has completed the first grade and speaks fluent English.

Floyd Little and Paul will be on television again this season in the NFL-United Way "Great Moment Series." Paul is proof that . . .

Thanks to you it works . . .

FOR ALL OF US

United Way

THIS SPACE MADE AVAILABLE BY THE DENVER BRONCOS

BRONCO ALL TIME ROSTER

(Concluded from page 116)

TARASOVIC, George ..... DE
LSU, 1967

TARR, Jerry L. ..... E
Oregon, 1962

TAYLOR, Lionel T. ..... E
New Mexico Highlands, 1960-66

TENSI, Steve ..... QB
Florida State, 1967-70

THIBERT, Jim ..... LB
Toledo, 1965

THOMPSON, Bill ..... CB
Maryland State, 1969-74

THOMPSON, Jim ..... DT
Southern Illinois, 1965

TOBEY, Dave ..... LB
Oregon, 1968

TRAYNHAM, Jerry ..... HB
Southern California, 1961

TRIPUCKA, Frank ..... QB
Notre Dame, 1960-63

TURNER, Clem ..... RB
Cincinnati, 1970-72

TURNER, Jim ..... K
Utah State, 1971-74

TYLER, Maurice ..... S
Morgan State, 1973-74

TYSON, Richard ..... G
Tulsa, 1967

UNDERWOOD, Olen ..... LB
Texas, 1971

VAN HEUSEN, Bill ..... WR-P
Maryland, 1968-74

VAUGHAN, Bob ..... G
Mississippi, 1968

VOSS, Lloyd ..... OT
Nebraska, 1972

WADE, Bob ..... CB
Morgan State, 1970

WALKER, Clarence ..... HB
Southern Illinois, 1963

WASHINGTON, Dave ..... LB
Alcorn A&M, 1971

WASHINGTON, Dave ..... OE
USC, 1968

WASHINGTON, Gene ..... WR
Michigan State, 1973

WEGERT, Theodore A. ..... FB
None, 1961

WEST, Bill ..... CB
Tennessee State, 1972

WEST, Willie ..... HB
Oregon, 1964

WETTSTEIN, Max ..... OE
Florida State, 1966

WHALEN, Jim ..... TE
Boston College, 1970-71

WHITE, Andre ..... OE
Florida A&M, 1967

WILLIAMS, Harold ..... HB
Miami (Ohio), 1961

WILLIAMS, Wandy ..... RB
Hofstra, 1969-70

WILSON, Nemiah ..... DB
Grambling, 1965-67

WOOD, Malcolm Richard ..... QB
Auburn, 1962

WRIGHT, James Earl ..... HB
Memphis State, 1964

WRIGHT, Lonnie ..... DB
Colorado State, 1966-67

YELVERTON, William G. ..... E
Mississippi, 1960

YOUNG, Joseph A. ..... E
Arizona, 1960-61

YOUNG, Robert ..... G
Howard Payne, 1966-70

ZEMAN, E. Robert ..... HB
Wisconsin, 1962-63

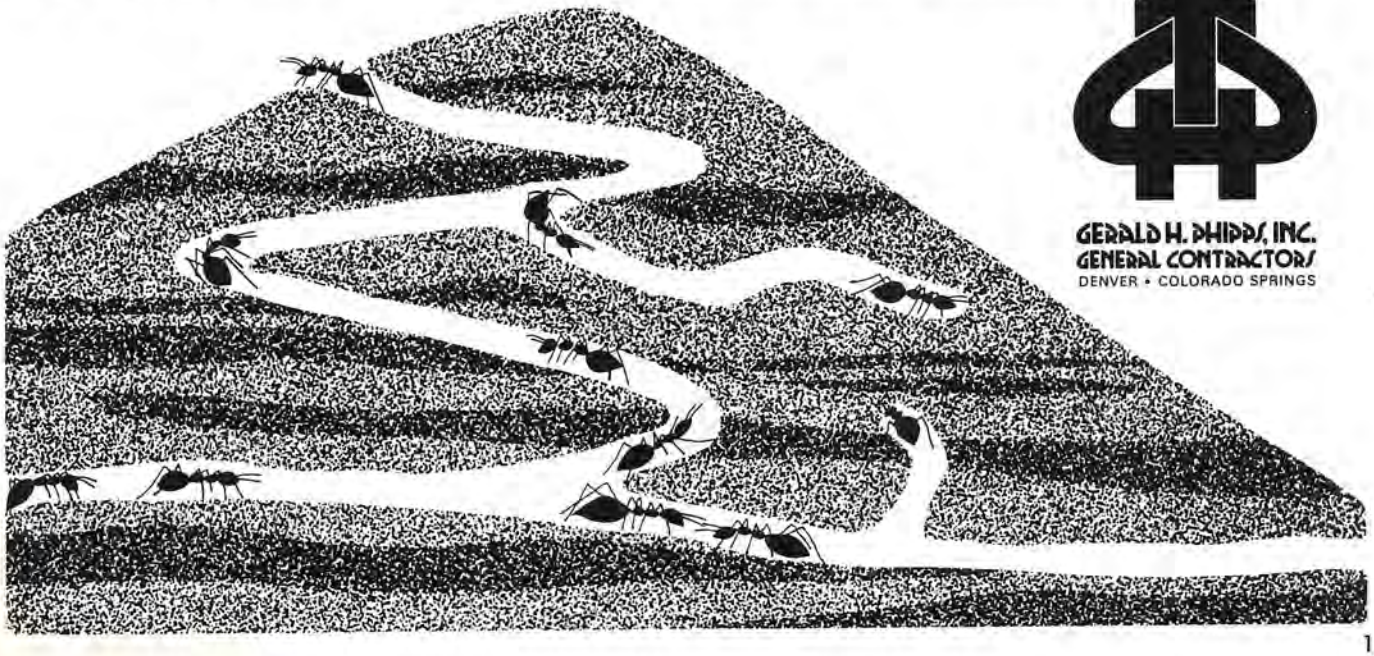
THE GRIDIRON

BY THURLOW

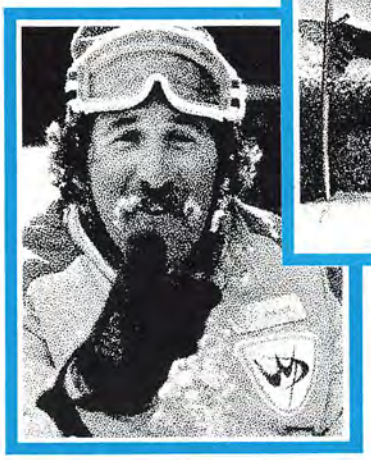
"Okay! Who's screwin' with the game film?"

some projects start with a grain of sand

Some projects start with the movement of a grain of sand. Then, with precise planning, constant coordination, and proper supervision that grain of sand becomes a world unto itself. When you erect a structure to encompass your world, Gerald H. Phipps, Inc., general contractors will program, coordinate, and supervise until every grain of sand is in place.



GERALD H. PHIPPS, INC.
GENERAL CONTRACTORS
DENVER • COLORADO SPRINGS



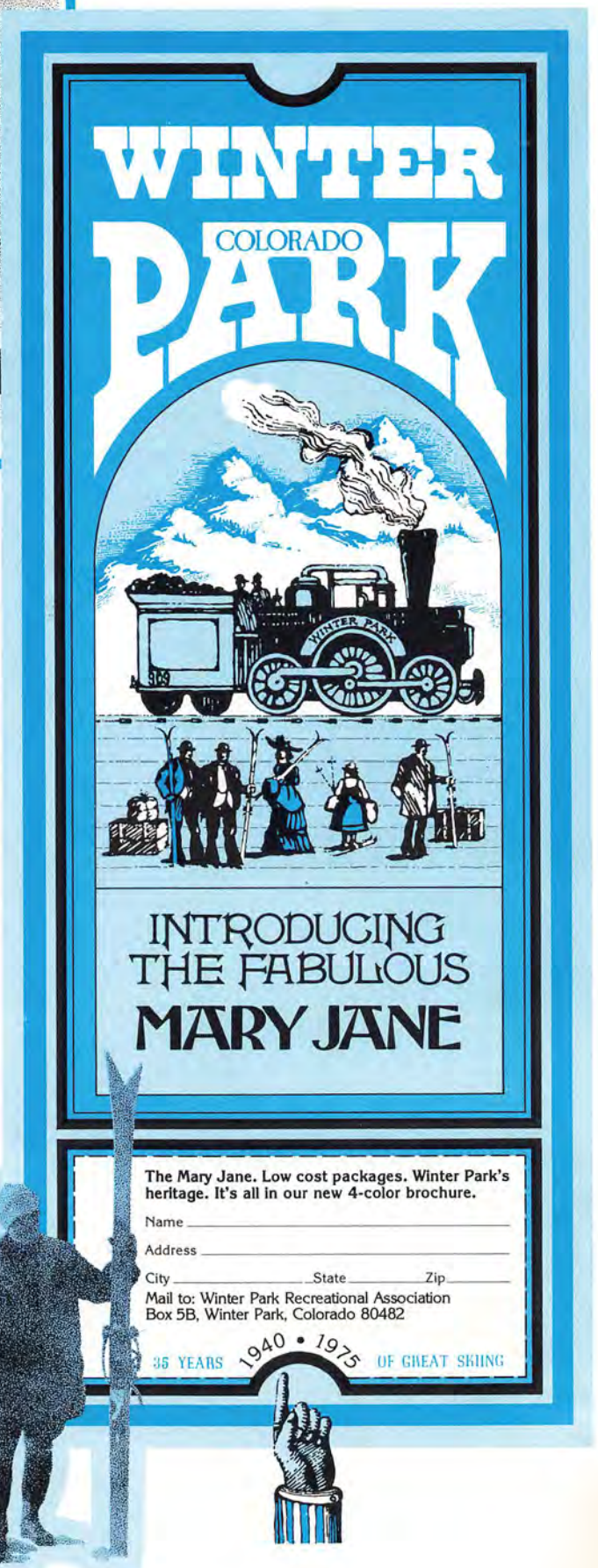
Yesterday—the old train. Today—the new Mary Jane. Winter Park makes skiing history. Again.

The old steam train started it all. Packing skiers up to Winter Park for the past 35 years. They come back year after year to Winter Park's lush, ballroom slopes and western-sized friendliness.

Winter Park has changed. The rolling slopes and neighborly atmosphere are still there. Now there's Mary Jane. The largest ski expansion in the U.S. today.

Mary Jane at Winter Park opens this season with 18 brand-new runs that steal your breath away. And 4 new double chairlifts that whisk your bottom to the top. Tree skiing that tests how good you really are. A brand-new base center and lots more parking.

Who would have guessed an old railroad train could be responsible for your greatest ski adventure ever? Make tracks for Mary Jane at Winter Park.



Kings: 17 mg. "tar," 1.1 mg. nicotine—
100's: 18 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. '75

Marlboro Red or Longhorn 100's—
you get a lot to like.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

TV service technicians name Zenith for the two things you want most in color TV.

I. Best Picture.

In a recent nationwide survey of independent TV service technicians, Zenith was named, more than any other brand, as the color TV with the best picture.

Question: In general, of the color TV brands you are familiar with, which one would you say has the best overall picture?

Answers:

Zenith	**36%**
Brand A	20%
Brand B	10%
Brand C	7%
Brand D	6%
Brand E	3%
Brand F	2%
Brand G	2%
Brand H	2%
Brand I	1%
Other Brands	3%
About Equal	11%
Don't Know	4%

Note: Answers total over 100% due to multiple responses.

II. Fewest Repairs.

In the same survey, the service technicians named Zenith as the color TV needing the fewest repairs. By more than 2-to-1 over the next brand.

Question: In general, of the color TV brands you are familiar with, which one would you say requires the fewest repairs?

Answers:

Zenith	**38%**
Brand A	15%
Brand C	8%
Brand D	4%
Brand B	3%
Brand I	2%
Brand F	2%
Brand E	2%
Brand G	1%
Brand H	1%
Other Brands	4%
About Equal	14%
Don't Know	9%

We're proud of our record of building dependable, quality products. But if it should ever happen that a Zenith product doesn't live up to your expectations—or if you want details of the service technicians' survey—write to the Vice President, Consumer Affairs, Zenith Radio Corporation, 1900 N. Austin Avenue, Chicago, IL 60639.

The Bordeaux, Country French style, with beautiful simulated wood finish and genuine wood veneer top. Model SG2569P. Simulated TV picture.

ZENITH 100% SOLID-STATE

CHROMACOLOR® II

The quality goes in before the name goes on.